

Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, 6oc. for three inser-tion. 75c. for four insersions, \$1.00 for six inser-tions. Larger cards, 10c. per agate line

Corsicana, Texas. Pop. 10270 L. C. Revare, City Bill Poster and Distri-butor. Satisfaction guaranteed-try me. 1000 running feet Bill Boards and good walls

Asheville, N. C. "The Land of the Sky." Resident population, 13 000; v.siung population, 7,000 Asheville Advertiing Agency. P. O. Box 17. Licensed City Bill Posters, Tackers and Distributors. Also control all Street Car Advertising in city,

Winona, Minn., Henry Werner, City Bill Poster and Distributor.

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co. Theatrical and City Bill Posters. Distri-buting and Advertising Agents. Work promptly and properly executed. FORT WAYNE, IND. C. B. Woodworth, Manager.

Joliet, Ill., DeLong & Biederman, Bill Posters and Distributors

Boone, Iowa, Population 9,000 d6 J. J. Kirby, City Bill Poster and Distributor

DENVER, COLO.

The Curran Bill Posting & Distributing (owns aud controls all bill boards and a vertising privileges in Denver, Pueblo a Colorado Springs. Population of Denv 165,600; Pueblo, 40,000; Colorado Sprin Colorado City and Manitou, 20,000. Springs,

Lima, Ohio. Pop. 20,000, W. C. Tirrill, City Bill Poster and Distri-buter. Work promptly done.

Manchester, N. H. Frank P. Colby, City Bill Poster, Distributer and Baggag. Transfer, Address 30 Mauchester st.

Memphis, Tenn.

Van Beuren & Co., Bill Posters and Distri-buters, 224 Second street.

Milford. Mass.

MILLOTG, MLBS. Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bil boards in city and adjoin-ing towns. 30 years' experience in this city Baggage and scenery truck express. fe-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service

Palatka, Fla. W. S. Nugent, Bill Poster and Distributor

South Framingham, Mass. W. H. Trowbridge, Bill Poster. Five towns

Waukegan, Ill.

G. Runey & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35.000. n6 Tucson, Arizona, 2,000 ft. of boards

WM. REID, Box, 148. Springfield, Ohio, H. H. Tyner

Licensed City Bill Poster and Distributer.

Sioux City, Iowa, pop. 40.000,

Postars, Distributor and Tackers. We do all kinds of advertising a guarantee work Sioux City Bill Posting and Advertising Co. [Licensed] Member A. B. P. A.

Victoria, British Col. Pop. 20.000. The Victoria Bill Posting Co. own an con troi all bill boards, paint signs and bulletin and does distributing. Address ROBER1 JAMIESON, Manager, P. O. Drawer 28.

Woodland, Cal.

Dietz and Glendenning, Bill Posters. 6no Lu Verne, Minn. Pop. 3,000.

Dana M. Baer, Bill Poster and Distributor. Box 490.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and Show Grounds. J. F. Harriman, Manager Owns all boards in the city and suburbs.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

When you write, mention Billboard Advertising.

BILLBOARD ADVERTISING.

Classified Advertisements

BILL POSTERS' DIRECTORY.

Stavanger, Minn. Ole Holm, County & City Bill Poster & Distributor

Waukon, Iowa. Pop. 3,000. Wm. S. Hart & Co. control all space, in cluding Opera House and Fair Grounds Good work anywhere in N. E. Iowa.

Effingham, Ill. H. I. Vance, City Bill Poster and General Distributor Member N. D. A.

Meadville, Pa. Pop. 12,000. Geo. Knox, City Bill Poster, Distributer and General Advertiscr.

R. W. STORRS, De Funiak Springs, Fla

Can cover all West Florida outside of Pen-sacola in any manner desired.

DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will re-ceive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors References as to honesty and integrity must accompany all applications for space

Peru, Ind. Chas W. Stutesman,

Licensed City Bill Poster and Distributor. Dayton, Wash. Day's Advertising Co., Licensed Bill Posters, Sign Tackers,

and Distributors. Mailing Lists, Reference furnished. my3t

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist, Bureau.

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all Kinds of Advert sing Matter.

Boise, Idaho, Spaulding & Gordon, Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Ciucinnati Pop. 350,000

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

W. E. Patton, Corinth, Miss.

Bill Poster and Distributer. Reference fur-nished. Box 79 n6 Dowagiac, Mich.

The Mich. Adv. Bureau Wm. J. Kryder. Pre Easton, Md.

The Adv. Dist. Bureau, posts and distri-butes bills, signs and circulats, and all classes of advertising matter. John R Thompson, Manager. Box 118.

Fredonia, N. Y. John H. Case, Distributor. Box 1097.

Grand Rapids, Mich. George M. Leonard, Reliable Distributer

Marinette, Wis. Menominee, Mich.

Pop. 15.312 Adjoining Pop. 12.524 Wm, H. Earle, Mar nette, Wis. Kells Distributor. Your contracts solicited

Newport, Ky. G. H. Otting & Son, Bill Posters and Dis-tributors, 608 York street.

New Orleans, C. H. Young & Co., 408 Carondelet St. General Distributors. Unlimited reference. Honest work. de

Paterson, N. J., Population 98,000. Abram H. Post, Distributor, 48 Hamburgh

Paducah, Kentucky. H. JOSEPH HARTH. Bill Poster and Distributor. Member Inter-national Distributors Ast'n of N. A. i6

Portage, Wis. W. H. Bathgate Advertising and Distribu-ting Agency. Bill posting, signs tacked. n6

Richmond Hill, L. I. Circulars distributed honestly in Queens County by L. Bangert.

When you write, mention Billboard Advertising.

Classified Advertisements

JULY 1806

POSTER PRINTERS

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$2.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line. Advertisements amounting to \$1.50 and over in-clude a year's subscription, free.

Calhoun Printing Co, Hartford, Conn Calvert Litho Co, Detroit, Mich Cameron Show Printing Co, 57 Ann, New York Central City Show Printing Co, Jackson, Mich Central Litho and Eng Co, 140 Kh ave, New York Central Show Printing Co, 143 Monroe, Chicago Correspondent Show Printing Co, Piqua, Ohio Courier Printing Co, Brantford, Ontario Courier Journal Job Rooms, Louisville, Ky, Courier Show Printing Co, Buffalo, N Y Cox's Sons, John, Gay and Pratt, Baltimore The Develdeen Lithe Co.

The Donaldson Litho. Co., Cin'ti, O.

Eichner & Co, Baltimore Empire Show Printing Co., 73-75 Plymouth Place.

Francis & Valentine, 517 Clay, San Francisco Free Press Show Print., Detroit. Fox, Richard K, Franklin and Dover, New York Gribler Litho Co. Chicago. Gillin Show Print, 132 West 14th, New York Goes' Litho Co. 140 Monroe, Chicago Gt. Am. Eng & Print Co. 57 Beekman, New York Great Western Printing Co. 511 Market, St Louis Greve 1 itho Co. The, Milwankie, Wis Haber, P. 9., Fond-du-lar, Wis Hasselman Printing Co., Indianapolis, Ind Hasselman Printing Co., Chicagan Co., Son Hasselman Printing Co., Chicagan Share

Hennegan & Co., Cincinnati, Ohio.

Jackson, J. B., 48 Centre, New York Jordan Show Printing Co., 136 Franklin, Chicago Journal Job Rooms, Columbus, O. Ledger Job Office, 605 Sansom, Philadelphia

Johnar Job Office, 605 Sansow, Philadelphia Ledger Job Office, 605 Sansow, Philadelphia Libbie Show Print, Bos on, Mass. Lick Show Print, Fort Smith, Ark Liebler & Maass, 24 Centre, New York Mauberret's Printing House, New Orleans, La. Metropolitan Printing Co., 22 W., 56th, New York Miner Litho. Co. The H. C. 342 west 14th st. New York, Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., thicago Orcutt Litho. Co. Chicago Orcutt Litho. Co. Chicago Orcutt Litho. Co. Chicago Orcutt Litho. Co. 124 Jefferson, Seattle, Wash Planet Show Print, Chatham, Ont., Canada. Richardson & Foog, 112 4th Ave, New York Riverside Printing Co., 216 Jrd, Milwaukee, Wis United States Printing Co., Chicango

MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 350. per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS.
J. Donnelly & Sons, 6 Tamworth St. BOSTON, MASS.
J. Donnelly & Sons, 6 Tamworth St. BOOKLYN, N. Y.
The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves.
Thos. A. Skidmore, 640 Halsey st.
CINCINNATI, O.
The John Chapmn Sons Co., 19 Longworth st. Dilt's Advertising Service. 312 Coleman st. Ph Morton, 333 west Fifth st.
CHICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st. Bour & Company, 59 Dearborn st.
Bour & Company, 59 Dearborn st.
DENVER, Co., High and Middle Sts.
DENVER, Cot.
Marker & Co., 43 Rowland st.

The Curran Bin resolution DETROIT, MICH. Walker & Co., 43 Rowland st. KALAMAZOO, MICH.-J. E. Mct arthy & Co. LyEXINGTON, KY. I. H. Rumsey & Co., 137 east Main st. LOUISVILLE, KY.-Heverin Bros. NEWARK, N. J.-Newark Bill Posting Co. NEW YORK, N. Y.

The O. J. Gude Co. 107 W. 28th Street.

C. S. Houghtaling, No. 3 Park Place L. E. LaTour, 1718 Broadway **8am W. Hoke**, 87 Nassau st. Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service, 113 and 115 west Broadway

115 west Broadway OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSHKOSH, Wis.-John R. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson, PITTSUCRGH, PA. C. G. O'Injen.

PITISBORGH, PA.
G. G. O'Brien.
PRAIRIE CITY, IOWa, -W. S. Parker SAN FRANCISCO, CAL.
Arthur M. Plato.
S. I. Stone, 506 Commercial st.
SCRANTON, PA.-Reese & Long Adv. Co.
ST. LOUIS, Mo.
W. F. Williamson, 113-115 N. 6th street Hulest & Stout Adv. Sign Co.
R. J. Gunning,
TORONTO, CAN.-Toronto Bill Posting Co.
The Acton Burrows Co.
WINNIPEG, CAN.-The Acton Burrows Co.

When you write, mention Billboard Advertising

Litho Co, 181 Devonshire, Boston & Valentine, 517 Clay, San Francisco

DISTRIBUTORS' DIRECTORY.

Williamsport, Pa.

S. M. Bond. Distributor

Selkirk, Ohio. C. P. Roberts, Reliable Distributor.

13

Forb

Pittsburg, Pa.

The "Twin Cities" Distributing Agency are the "Greater Pittsburg" Distributors, P. p 600,000. Members Nati-nal Distributors" A-sociation Office, 6 Sixth St. Pittsburg Branch, Allegheny. J T. Hudson, mgr. U

Kerrsville, Tex., Geo. A. Harrison, Box 90, Circulars distributed and signs nailed up in Kerr and adjacent counties

Dicksonburg, Pa. I. C. McLean, Distributing in Crawford county. 22

Greenpoint, L. I. Pop. 160,000. F. Loweree, 58 Clay, Reliable Distributor

Mattapan, Mass. D. L. Cushing,

Circular Distributor and Gen. Advertiser.

Butler, Ohio. M. M. Spohn, dupin Circulars distributed and signs nailed t Richland and adjacent Co's. \$1.75 per

Menomonie, Wis.

Flint & Thompson, Circular Distributors. References fur-nished. Rates sent on application. at

Rochester, N.Y.

The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand blil to a circus program. No botch work.

EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Dis-play advertisements not exceeding 7 limes, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Bates, Charles Austin, 1413-1415 Vanderbiit Bldg. New York, N. Y. Barless, C. J., Rose, N. Y.

Bond, of Boston, 16 Central Street. R. L., 111 West uth st., New York, N. Y Day, Chas. H., Whitneyville, Conn. Day, Chas. H., Whitneyvine, commercial formation of the second state of the second sta

Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year, Display 25 cents per line. Advertisements amounting to \$1.50 and over, in-clude a year's subscription free

Barron G. Collier, Times Bldg., N. Y. Cole Bldg, Memphis, Tenn. George Kissam, 50 Bromfield St., Boston, and

Memphis, Tenn. George Kissam, 50 Bromfield St., Boston, and Postal Telegraph Build'g, New York City. Broadway Advertising Co., Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co., 381/2 Marietta Street, Atlanta, Ga.

Also Savannah, Ga., Charleston, S. C., Rich-mond, Va., Peoria, Ill., St. Joseph, Mo., Dubu-

mond, Va., Peoria, Ill., St. Joseph, Mo., Dubu-que, Ia.
O. J. Mulford, Hammond Building, Detroit, Mich.
Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.
Sam. P. Ferree, 321 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st., New York City.
M. Wineburgh, Times Bldg., N. Y.
M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex
The Acton-Burrows Co., Toronto, Ont.

Send 24 cts. in stamps to Henne-

gan & Co., 127 East Eighth Street,

Cincinnati.O., and receive in return

a handsome leather bound Date

When you write, mention Billboard Advertising.

Book Best ever published.

RILBBARD ADVERTISING . . .

ADVOCATING MODERN METHODS OF ADVERTISING.

VOL. IV., No. 6.

CINCINNATI, JULY 1, 1896.

PRICE 10 CENTS PER YEAR, \$1.00

A TALE OF DAMPNESS.

W R. BURNITT.

Say, mister, can I set here, where de sun shines warm and dry, An' watch yer stick de picters up 'til my pants

git kinder dry? Vores trooly. Dis is good. Want me ter tell yer

why? Better go home? Not much. Not I.

Leastways, not at oncet, 'til my pants git sum-

mat dry. Yer see, de madam—dat's my mar—bet yer eye ! she's a cracker jack. An' I'm a fightin' shy, Cause if she sees me in dis fix, de fur will shore-

ly fly. Dats right. She tole me not ter, but I got sorter

fly An' serewed my nut down to de pon', along wid

Jim an' Si. They said never mind her. Rn' 'lowed ex why Ef she even 'spicioned it, ex they 'ud help me lie Out of it. But Jim made it up with Si

Ez how they 'ud shove me in the pon', just ter see me cry,

En' I jes' walked right in ther parlor, Mr. Spider and the fly But the water wasn't deep and you bet I didn't

CTV-

I got right up and went for *Jim*—and Si He didn't do a thing but hit the git an' fly.

I wiped the earth up wid ole Jim, but, my! He got in one good J. S. lick—see dis cye? "Sweet Moments Cigarettes"—all right too—"H

OPI

I thought yer had some sukkus bills-ki! yi! I guess I've got to go, ole hoss, I think I see ole

ADVERTISING AS A FINE ART.

Many scientists aver that the indications are that Mars is peopled not only by a race or races of intelligence, but in consequence of that planet being older in the plane of creation than our own, they are more advanced, intellectually, than the people of Earth. Many also have an impression, that is almost a conviction, that the Marsians are endeavoring to communicate with Earth by signals. Between the 17th and 21st of June, of the current year, Mars was in perihelion; or in the vernacular, made a nearer approach to Earth than will again occur in seventy-one years. Availing themselves of this astronomical conditions, savants and astronomers, from all parts of the globe, assembled at a point in Mexico, near the 48th parallel, and with improved and perfected appliances, necessary for the purpose, watched and noted the events. Thus it is, at last, within the limits of possibility, that before the number of the journal containing this article be published, the world may be

astounded with announcements confirming these conjectures.

A Professor Somebody,-his name has escaped us,-announces that he has absolutely and beyond a peradventure, perfected a flying machine which will, at a fair rate of speed, rise to any altitude, with freight or passengers, and work equally well with and against the wind. Again, we read, with scarcely perceptible quickening of the pulse that Nansen, the Scandinavian explorer, has positively crudities and imperfections of advertising, in the earlier periods of the century, and of its first gradual, and, later rapid development as a fine art. The knowing how and what to do that one's wares or merchandise can be prominently placed before the public, or that his factory, his railroad, his line of ocean steamers or his mines of gold or iron or copper, can to the best and most profitable advantage, be brought in touch with the public. How to best portray, that he who runs



COL. ALBERT A. WEBER.

discovered the North Pole. Thus, the closing quarter of the nineteenth Century has been pregnant in important mechanical and scientific invention, and marvelous discoveries have followed so closely on each other's heels, and are accumulative to such extent that they scarcely longer excite surprise.

All of which incite us to rise and remark that keeping step to the grand march of Progress has been the art of advertising. Many yet remember the

may read, the unquestionable advantages of his lines of roads or steamers over those of competing corporations, the advantages and economy of his wares and merchandise over all similar products, or how speedy and colossal fortunes can be realized by judicious investments in his copper, iron or gold mine stocks.

The methods attempted to obtain these desiderata are as multiplied and varied as "leaves in Valambrosa." Some good, some bad, and some indifferent. Let it

be remarked, par parenthesis, that it is by no means the purpose of this article to cavil at or decry any method of advertising. As a convivialist remarked concerning whiskey, "All whiskey is good but some is better than others," so all advertising is good but there are salient degrees of comparison, and the averment that the possibility of effective advertising has reached its culmination in the billboard will meet with but few dissentent voices. As the newspaper is to the town buyer so is billboard advertising to any and all other methods, individually or collectively as a medium to arrest and compel public attention. Prominent advertisers have awakened to this palpable and self-evident fact and, as a sequence, the number of billboard advertisers are multiplying to an extent that is astounding. In conclusion, it will, perhaps, be not out of place to suggest to those who are still blindly groping in the slough of indecision, regarding the best advertising medium, to correspond with such firms as Enoch Morgan's Sons, the great Sapolio Kings, the proprietors of the Rising Sun Stove Polish, Liggett and Meyers, of Star Tobacco fame, the proprietors of Fig Syrup preparations, or, in brief, to any of the myriad billboard advertisers, and solicit from them opinions regarding billboard advertising as a profitable investment.

THE POSTER IN JAPAN.

Four or five years ago I stopped for the night at a little teahouse far up in the mountains of Japan. Nowhere were to be seen any railroads, European castoff clothing or other "modern improvements," and in a walk through the village after a dinner of rice and fish I was led to believe that at last a spot had been found where things were to be as they always had been. But returning to the village last summer there stood at the door a little maiden with a delightful smile of rejoicing, as she proudly showed in one hand an unmistakable nickel plated American alarm clock and in the other an unbroken tin foiled stick of chewing gum. Verily our civili-zation had arrived. The next day, however, in a village even more remote, a still greater surprise awaited me, for displayed prominently on a blank wall, with an admiring crowd about was a variable poster, and a few more days showed that this innovation in art, if it may be so called, was common and highly popular. Every teahouse had its series, and all the shops in the bazaars were full of them, and wherever a poster was in sight an admiring throng was sure to be seen. A new style of drawing seemed to go hand in hand with the new idea, and even an understanding of our perspective was appre-

ciable .- "Japanese War Posters" by D. P. B.

Conkling, in Century.

BILLBOARD ADVERTISING.



A CLOSE ASSOCIATION.

Can an association of bill posters by simple decree do away with all possibility of opposition? We unhesitatingly state that it can not. Mr. Stahlbrodt's association has tried it for the past five years or more, and during that time it has not eliminated a single case of opposition. We repeat it, not one single case. This should be proof enough for his blindest devotees, but there are manymany more potent aud powerful reasons, which if considered dispassionately and calmly, will convince the most skeptical and obtuse that opposition is entirely a local issue, and one which if touched upon at all by an association, must be handled with the greatest care and discretion, or it will inevitably react and bring general discredit upon the organization.

Associations (we use the plural advisedly, for there have been several) which have endeavored to annihilate existing firms and prevent the establishment of new plants, have always been operated upon the so-called "close association" plan; that is, they admit to membership only one member from any one town or city. Advertisers and middlemen are then notified that they must patronize members of the association only.

It so happens, however, that advertisers are very much like bill posters, in that they are human, and therefore prone to err. At any rate, if the opposition has some particularly fine locations or offers inducements in the way of lower rates, the advertiser frequently gives him all, or at least the greater portion of his business. Sometimes he does so solely because he has been told that he must not : sometimes it may be because the association member is a surly and discourteous boor, while his opponent is a good fellow. The result is much the same in any event, the paper is placed as the advertiser chooses

The next move on the part of the association is an attempt to force or compel the advertiser to go counter to his judgment. He is notified that he must patronize such bill posters as the association names, and cease to do business in the manner which has seemed to him most expedient and wise.

If he still remains obdurate, it sometimes happens, as in the case of the Liggett & Myers Company and the California Fig Syrup Company, that the boycott (that dastardly, despicable and un American measure) is actually invoked.

And what is the result? Failure ! always and inevitably failure ! For while there are "some bill posters who will obey a boycott order from motives of

principle, there are others who are unalterably opposed to it on principle, and a large percentage who ignore the order from a total lack of principle."

This has always been the history of boycotts, and it always will be. They have been used effectively as threats in rare instances, but in actual practice they have always failed.

Even granting, merely for the sake of argument, that one could be successfully instituted and conducted, what would the outcome be? Surely, if the advertiser (against whom it was directed) had any spirit whatever, if he possessed 'a single spark of manhood, he would never patronize a bill poster again. Other mediums—and their name is legion though not to be compared with the boards, would thenceforth claim all of his datronage,

It will be seen, therefore, that the "close association" not only fails of its end, but is entirely impractical and inimicable to the best interests of the bill poster. It can not protect its members without antagonizing the advertiser, and it can not antagonize the advertiser without hurting the bill-posting business.

It naturally follows, furthermore, that the bill poster who joins an association with the idea that he thereby secures immunity from opposition, is the dupe of a designing and unscrupulous miscreant who promises protection that he can not give.

When Stahlbrodt was forming the Associated Bill Posters' Association, this inducement was his chief stock in trade, and bill posters everywhere eagerly exchanged their cash for his green goods certificates and fancied security.

In many instances it was all they ever got, for the Associated Bill Posters' Association has never benefited any one except Edward A. Stahlbrodt. He is in New York. He must be fairly well established, for it seems that he has already commenced to "grind" in the matter of prices, and he would never dare commence cutting unless he was assured of his position.

He can never achieve the real object of his ambition, the exclusive control of all middlemen's privileges. Even the connivance and support of designing Sam Pratt and the blind devotion of his deluded adherents can not secure that for him, and it is a blessing to bill posters that it so, for they could not possibly have delivered themselves into the power of a more merciless and mercenary taskmaster.

Michigan will have six members at the 1. B. P. A. convention, all pledged for Leonard.

THE AD-SMITH'S IDEA AP-PLIED TO POSTERS.

BY \$AM W. HOKE.

The ad-smith is a comparatively new institution, but the best of him has come to stay. Some years ago newspaper advertising was as dreary as ordinary tradejournal advertising is to-day. The ads said nothing, and they said that nothing so repeatedly that if any one ever read them the advertiser was unable to find it out. The ad-smith has come with a hurrah and has changed much of this, and as a result much of the newspaper advertising pays, and pays extremely well.

Seigel, Cooper & Co., of Chicago, and Bloomingdale Bros., of New York, and Wanamaker, of Philadelphia, use a different advertisement every time they insert an advertisement in a newspaper; and every ad brings back its cost several times over within forty-eight hours, and the portions of the ads that do not pay are known very early in the day, and the reasons are carefully looked for.

The ordinary one horse dealer at once exclaims: "Oh, yes, these department stores have everything, and can sell a lot of things below cost to draw a crowd!" Well, I will leave the department stores then, because life is too short to convince some people that they make a profit on every article they sell, and let's look at Rogers, Peet & Co. They have a thoroughly legitimate clothing store, and they use a small ad, and a new one every day; and they *know* before bedtime every night whether that day's ad paid or not.

The Columbia Bicycle is a good advertiser, and no one ever accused Colonel Pope of selling at a loss; the Columbia newspaper advertising is seldom repeated. I don't remember of seeing the same ad twice this year, unless in differing publications.

Is it practicable to adopt these plans in bill posting? Will the returns justify the expense of getting up a new poster every week, or twice a week, or every other day? Old newspaper advertisers claimed that they could not afford to pay five hundred, one thousand, or five thousand a year for new ads, to say nothing of the added expense of putting the new ads in type, but they don't now. It would cost a great deal of money to get up a new poster every week or oftener, and the bill posters would want extra pay for the extra work. But if it has

paid so extraordinarily in newspapers, why shouldn't it with posters? If I had a million and wanted another, I think I d try it.

Mr. Campbell's paper, the so-called "official organ," but which in reality is merely the mouthpiece of Stahlbrodt, Campbell & Co. comes out later each succeeding month. It would not surprise a few of the knowing ones if it failed to appear entirely at no distant date, for despite the brave show of prosperity which it makes, it is only a bluff It is whispered that the advertisers, who make its existence possible, are tired that the Riverside Show Printing Com pany of Milwaukee is tired; that the A. B. P A. is tired ; that Campbell is tired in fact everybody connected with it is tired except McManus, and even he in spite of his snap also gets tired occasionally, especially when Campbell lets out a few bellows in the editorial sanctum.

The meeting of the Inter-State Bill Posters' Protective Association, which takes place at Chicago, Ill., on July 21-23 next, promises to be the largest gathering of bill posters that has ever occurred in the history of the craft. No one who is not in close touch with the movement can form any idea of the zeal and intense earnestness which pervades the new organization. Over one hundred members have voluntarily pledged themselves to attend.

When printing houses can afford to keep traveling solicitors on the road at great expense the year round, it is passing strange that the bill poster can not profitably solicit his local trade. He has no expense in the matter of railroad fares; no hotel bills, none of the thousand and one incidental expenses that the traveling solicitor is under, and he does have the same commission and the added inducement of the profit on the bill posting. Retailers are not only willing to use posters, they are anxious. This, combined with the fact that the pictorial posters now issued by the leading poster printers are so apt and striking, makes the task an easy and inviting one

Harry Munson will be elected president of the Inter-State, and Clarence E. Runey will be re-elected secretary.

"No commissions for Stahlbrodt" is the slogan of a large and ever-growing faction of the Inter-State Association.



Phil. W. Oliver's Pet. A sample of the kind they have in Findlay, Ohio.

6

JULY 1896.



BILL STICKER-"I'll just stick a three sheet of the leg show on dis board now de Festival is

We clip the following from Art in Advertising, which since we entered the field has inaugurated a very creditable department devoted to billboards, painted bulletins and mural signs.

That term "*hoarding*" used by the English to designate their bulletins and billboards is a very convenient word, and we do not see why it is not adopted here. It is comprehensive and expressive; more comprehensive, we think, than any term in use here. We often find ournewhat at a loss for a word to express elves so in a fully comprehensive way just what this word "hoardings" comprises. "Billboard" word "hoardings" comprises. "Billboard" doesn't always fill the bill, because that im-plies paper and does not include painted signs. "Bulletin-board" applies, more especially, as we understand it, to single stands, and is not properly used in that connection either. "Fence" is not appropriate ; our spaces for display are not always fences, and the term is not technical. Then we have "boards," "stands," and all the rest, but they do not cover the ground as "hoardings" does. For our part, we say, let us adopt the word "hoardings," We shall in these columns.

The same journal also announces that R. C. Campbell is a candidate for reelection as president of the A. B. P. A. In this connection, it observes, "considerable opposition exists in certain quar ters, and is growing." Art in Advertis-ing is quite correct. Mr. Campbell's boom has about as much chance as a snowball in hades.

The Inter-State convention at Chicago, July 21-23, will be a thoroughly representative gathering. Mr. Green, of Seibe & Green, San Francisco ; Messrs. Atwood & Ames, of Providence, R. I.; W. R. Burnitt, of Ardmore, I. T.; Albert Weber, of New Orleans; P. G. Stout, of St. Louis; Spaulding & Gordon, of Boise City, Ida -- in fact the East, West, North and South will all be fully represented. The bill posters from the smaller towns will be out in force and will be made welcome. Poster printers, advertising agents and prominent advertisers will also be present in large numbers.

All is not harmony in the ranks of the gang which controls the A. B. P. A. Campbell has warmed up to Gude, and Stahlbrodt views the cordiality thus reestablished with marked disfavor. It is also said that Carroll does not love Stahlbrodt like he used to.

J. M. Dishon, of Terre Haute, uses a neat business card, printed in four colors. It represents a three-sheet board.

BILLBOARD ADVERTISING.

L. E. Tieman, the only bill poster at Belleville, Ill., is an enthusiastic member of the Inter State Bill Poster's Association, and this organization owes much of its growth and prosperity to his indefatigable efforts.

The tornado at St. Louis played hob with the Huiest Stout Sign Company boards, but they have them all up again and in better condition than ever.

There will be two conventions in July that is to say two conventions of bill posters. One of them may or may not be fairly attended, the other is certain to be very largely attended. This latter will meet at Chicago July 21.

THE GREAT OOTCHIE . COOTCHIE. DANCE YOUNG LADIES TEITUNE M CHURCH UNDER THE ABLE DURBLINDIN REV. O. B. CAREF JL DITIVELY APPEAR CUPID MONERED BY COMUTION A RICH TREAT IN GTORE BALOHEADS Start)

BILL STICKER-"Hully Gee ! Dey didn't give e any middle sheet. I'll jest stick de top and bottom sheets and chase back for de other

Jake J. Disch, the hustling bill poster at Kenosha, has Star Plug, Pabst Tonic, Schilling & Co.'s "American" Lady Corset, Crescent Bicycles, and a host of other paper on his boards for this month. He has just added several new stands to his already large list of good locations, besides a number of three and one sheet boards. The report that he had gone out of the business is not true. He will keep on hustling just the same as he has in the past seven years.

Torn by internicine strife and dissention, loaded down with indebtedness, stripped of Canada, Minnesota, Wisconsin, Illinois and Kentucky, the once splendid organization, the Associated Bill Posters' Association is in a most pitiable plight. This is what gang rule has done for it, and this is what Geo. Leonard and the Liberals will have to undo, Their task is not an easy one, for they will be seriously handicapped by the apathy and indifference of the members in the smaller towns. These have been duped so often in the past by the false and alluring promises and inducements of the gang that they view with distrust any and all persons or plans that have to do with the A. B. P. A. in any manner whatever.

The public responds to posters as surely and quickly as the report of a gun follows the discharge of a bullet.

Col. ALBERT WEBER.

On page 5 we present an excellent por-trait of Col. Albert Weber, the well-known city bill poster and distributor of New Orleans. He was born in that city on July 9, 1852, and is the son of Sylves-ter and Catharine M. Weber. His par-ents were born in Alsace, Germany, and ents were born in Alsace, Germany, and were married in that place. They came to the United States in 1842, locating in New Orleans, where Mr. Weber estab-lished himself in the grocery business. He built up a good and profitable trade, which continued up to the time of his death is again.

death, in 1854. Albert Weber in his youth was of a wild disposition and could not brook the restraint of life at school. He soon gave up school life and ran away, thus de-priving himself of the advantages of a priving himself of the advantages of a good education. Despite his general dis-inclination to attend school he was of a very studious disposition, and sought every opportunity to store his brain with useful knowledge. At eight years of age he was selling newspapers on the streets and earning a livelihood for himself, and at that time he obtained considerable at-tention by reason of his unusual brighttention by reason of his unusual bright but twelve years of age he engaged in bill posting and the distributing of advertisements, being at that time the youngest person in America engaged in that line. This justly gained for him a national reputation, and he became fa-mous from the Atlantic to the Pacific. He is conceded to be the most expert in this concentry, he is an eccompliabed this contry; he is an accomplished linguist, and speaks English, German and French with great fluency; he is a great believer in secret and fraternal or-ganizations, and is a prominent member



REV. O. B. CAREFUL-"Gracious me! what a sacrilege. It must be hidden from view at once Oh dear ! here comes Sister Smith, she must not see it." (Proceeds to stand before it).

of fraternal societies ; he is Past-Dictator of Columbia Lodge No. 2546, K. of H.; Past-Archon of Crescent Conclave, Order Past-Archon of Crescent Conclave, Order of Heptosophs Seven Wise; member Alpha Home Lodge No. 72, F. & A. M.; member Kenilworth Lodge No. 59, K. of H., and Orleans division No. 1, Famous Battle Ax's Cross, K. of P.; member Crescent Lodge No. 22, A. O. U W.; also member Order Emanuel No. 2, and mem-ber Famous Continental Guards, Com-cany A. Past-President Patriotic Order ber Famous Continental Guards, Com-pany A; Past-President Patriotic Order Sons of America, Washington Camp No. 5, which he made banner of America; Past-Commander Crescent Commandery No. 9, U. S. K. of H., and Colonel Weber was appointed Adjutant-General on staff of Cam S. H. Henry of Louisiana and was appointed Aufurance-General of stan of Gen. S. H. Henry, of Louissiana, and also a member of Socidale Servants Ben-nificiani Mutual Spanish and American Association, one of the finest organiza-tions in New Orleans. Mr. Wabar tools Association, one of the infest organiza-tions in-New Orleans. Mr. Weber took excellent care of his widowed mother up to the time of her death, three years ago, when he joined the ranks of the benedicts.

FROM NEW YORK CITY.

Cincinnati, O.

NEW YORK, June 24th, 1896. Editor BILLBOARD ADVERTISING,

Cincinnati, O. Dear Sir—On arriving at my office this morn-ing, after an absence of two weeks, I found your communications of June 7 and 17 awaiting my personal attention. I feel very much hon. ored by having my name favorably mentioned as a candidate for the office of president of the Inter-Site Bill Booters' Devices in the interior inter-Inter-State Bill Posters' Protective Association, and being indorsed by such reliable and well-known bill posters as Seive & Green, of San Francisco, Cal., P. F. Schaefer, of Chicago, and Clarence E. Runey, of Waukegan, Ill. I feel more than gratified, and furthermore hope to meet these gentlemen at the convention in July, when I will be able to thank them personally

I should very much like to accept the presi dency of the Inter-State Association, if my health would allow, but my physician has given me positive orders to take no active part in bus-iness for the present, and in this regard I am trying to obey his orders as much as busin will permit. Whoever accepts the office of president ought

Whoever accepts the once or president ought to give the association considerable time and attention, and use his utmost endeavors to make the Inter-State Association the only reliable bill posters' association in the United States, giving entire satisfaction to the advertisers, and thereby assuring the advertiser, without doubt, that by using the billboards for publicity, will give quicker, cheaper and better results than in all the other modes of advertising combined.

With the co-operation of the broad-minded and well-known Board of Directors, this, no doubt, can be done, and I will further state that the Inter-State Association has been a large fac-tor during the past year in securing the confi-dence of the advertisers, by giving good, honest and satisfactory service, and it speaks well for the energy of its members in bringing about this result in so short a time.

Wheever is honored with the election as pres-ident of the Association-which, no doubt, will be worthy of his election-will receive my earnest support and co-operation in the East

I will take great pleasure in attending the convention, should nothing happen to prevent in the meantime, and then hope to meet the largest gathering of reliable bill posters that ever attended a bill posters convention.

In closing, I wish to hank BILLBOARD AD-VERTISING for the stand they have taken in protecting the rights of the advertiser and bill poster in endeavoring to secure good, honest service and satisfactory results, thereby being a mutual benefit to both. Again thanking the members of the Inter-State Association for urtesies extended and with best wishes, I beg to remain. Yours truly. H. MUNSON

42 Duane Street, and 228 East 125th Street.



cerned and she may not notice it." SISTER SMITH-(To herself.) "Merciful powers, the minister intexicated, and a tempe lecturer. Who could have believed it?"

7

is

Letters to the Editor.

Sidney, O, May 27, 1896. Editor BILLBOARD ADVERTISING.

I would like to make a statement in answer to Mr. Talbert's spicy interview in the May Do not understand that I wish to find number. fault or lay all the blame on Mr. Talbert, for I believe from what I have heard that Mr. Talbert is a gentleman who wants to treat the bill poster fair, and in return expects fair and hon-est work, which I have no doubt he did not get from a number of the Associated bill posters But I do blame him for not tracing up the work after the inspector had sent in bad repc ts, which were absolutely false, no truth or foundation for his lying, as he did in my place well as others in the different States. I w agree in one way with Mr. Talbert, as he said to me in his letter of March 19, that all he had to go by at that time was his inspector. But on the other hand when he was sent good responsible business men-men that also had an in-terest in the work on account of selling the goods made the reply, and still will say that the Fig Syrup Company was well advertised on good located billboards, and not on shec's as was reported. Then it was Mr. Talbert's duty to either come or send a responsible man here to see and judge for himself, as I offered to pay him for it if he would come and not find post ing done satisfactory and according to contract. I will say myself there is too much dishonesty with some Associated bill posters, asking for more paper to post than their town or city will to good advantage, and after posting one half or one-third of the amount, the balance of the paper—which we all know cost big money— is burned up in some back alley. Now, as I said, I can not fully blame Mr. Talbert for speaking as he did of some places billed with his paper, but I do blame him for not traciug it up after the inspector sent in bad reports 1 will now speak for my own city, only of the work put out for Mr. Talbert. Mr. Talbert wrote his letter to me asking for prices and amount of paper used to good advantage. In answer I gave him my prices for eight twenty-four-sheet stands and one hundred one-sheets, which in another letter from him of February 20 he accepted my contract. Still another letter of February 24 he states that the shipment would be late on account of change in size of stands ; also that he ordered the Calvert Litho graphing Company the paper to be shipped me prepaid. The bill of lading arrived to me about twelve days before the paper arrived the paper only came in four days ahead of the iner ector. These four days were very bad weather, raining most of the time, so that when the inspector came to town only two stands were up to show him. The inspector then in the pres ence of Mr. H. C. Ayers, one of our best and most prominent young druggists and opera-house manager here, jumped on me by saying I had na billoards in the place, only barns and sheds. Said he was an old bill poster in a small town in Michigan and knew a billboard when he saw one. I then pulled out ten dollars and placed in Mr. Ayer's hands and told the inspector to put up five dollars against my ten, and I would then ow him more and better boards within three mares of our court-house or post-office than squares of any town in Ohio for its population. He re fused to cover my money. I then requested him to go with me and see where his paper was to be posted. That he refused, he claiming he to be posted. I not ne refused, he claiming he did not have the time, although he had a little over two hours to lay in our place and drink to the health of his trip. Now that was the in-spector sent here. I then got the different druggists, who are all good, responsible busi-ness men, to certify that the work was put up end is still chinging upon my stands of which and is still shining upon my stands, of which Mr. Talbert could see and feel well proud of if he was here, although the time expired April 14. Now, in reply to Mr. Talbert's last letter to me of April 14, stating that four or five stands are as many as I can use to advantage, I will say for him or the advertisers, I have four teen stands as is here mentioned below, and will pay any one well that will come to Sidney and not find what I say here to be correct. My list of stands are as follows :

First, C., H. & D. R. R., 40x12; second, Big Four Railroad, 100x12; third, North Main Street, 40x12; fourth, East North Street, 100x12; fifth, Popular Street, 16x20; sixth, Maine Street, 28x12; seventh, Water Street, 40x12; eighth, Water Street, 20x16; ninth, Ohio Street, 26x12; tenth,

Popular Street, 54x12; eleventh, Canal Street, 24x12; twelfth, Court Street, 28x10; thirteenth, Canal and North Street, 40x16; fourteenth, West Street, 16x16

Besides these stands I have good located sheds, as he says. I am sorry that such disputes must arise. I believe in good, well located billboards and good work by the bill poster. Hoping this may give Mr. Talbert a different idea of my place, I thank you kindly for the use of the BILLBOARD for this reply.

Respectfully, C. P. ROGERS

City Bill Poster.

Erie, Pa., June 13, 1896. BILLBOARD ADVERTISING

Cincinnati, O.

Gentlemen-I am in receipt of three numbers of your valuable paper-or book rather-and to say I am delighted with them is putting it mildly. It puts new enthusiasm in a man to read the bright, keen and good principles that it advocates. In my opinion it is to the bill posting fraternity what the New York Clipper is to the theatrical world. I know of no higher compliment I can pay you-you may send it to me for a year, commencing with the July number. Enclosed find express order for the amount, one dollar. Allow me to say with Rip Van Winkle, may you live long and prosper.

> Yours, J. E. GIRARD,

San Francisco, Cal., June 1, 1896.

Editor BILLBOARD ADVERTISING. In my judgment it is somewhat to be de-

plored that there are any differences among the bill posting associations, and for the good and welfare of the practical bill poster, who depends for his living on the amount of work he can get at fairly profitable rates, it may prove to be an unwise proposition to be on either side; in fact it seems somewhat difficult for him to explain "where is he at" now. To those who are familiar with the situation it must be obvious that the position taken by BILLBOARD ADVERTISING from the first was clearly in the best interests of the bill posters, considered as a class, and in nowise detrimental to the business of bill posting, although it may not have pleased a few whose coercive policy was not acquiesed in. It is a matter of regret to me to ote that there is now a tendency to "mud throwing" on both parts, and there is danger of making the advertiser tired. It doesn't exhibit a great deal of consistency to make Hote so un-worthy of confidence in one issue when he seemed all that was desired a few months ago, nor is it less inconsistent on the part of the offi-cial organ to rake Gude now, when he was so anxiously sought for co-operation. If the two papers and the two associations will stop long enough to "think it over," it may be found more profitable to the man who puts out paper and the one who *posts paper*, if both parties will see the way clear to "Pool Issues." It makes a pretty case for arbitration and I'd like to be o the Board, as your differences are purely personal now. ARTHUR M. PLATO. now

Fort Wayne, Ind., May 20, 1896. Editor BILLBOARD ADVERTISING.

Now that the war is on, we, as members of the International Association of Distributors of N A., would like to ask a few questions of the president and Secretary-Treasurer. Why was the Cincinnati convention called off without authori ty, the same as it was called on-was it because as you stated to us "none of the elective officers could be present and the meeting would be with-out a presiding officer?" What becomes of the money that has been paid in to you in the shape of entrance fees, dues, etc.? Have you followed the constitution in this matter, if so, what is your nearest National Bank and does its books show of any deposits being made in the name of The International Association of Distributors of N. A.? We will venture to say "Nit"-it is rumored that you used it as your salary which goes with the office. Where in the constitution does it say you shall receive salary? The constitution also says, O! most high Secretary-Treas-urer, that thou shalt be the corresponding and recording officer of this association (see art. 5 sec. 3) What hast thou recorded, and with who hast thou corresponded? Hast only written to thy henchman saying, "Ho! here is another sucker who has paid his dues, come, we will drink his health." Note the official call which

says an entire new set of officers will be elected You bet there will "me byes" and you wor even have a hand in it, as the only convention that will be held by the association will be held by the dissatisfied members (and they consist of all but two) and will be held at the Leland House, Chicago, July 22-23. Your "Convention" at Springfield will be the official funeral of the President and Secretary-Treasurer without mourners. We have in our possesion fifty or sixty letters from members who are sick and tired of this "Fake Management" and are cager to go into an association that is honest in every way one that will not only guarantee but protect the advertiser, such an association the reorganized International will be with men of recog nized sterling integrity at its head. Now we are not after office, we are to busy booming other ple's business (for a consideration) but we will be in Chicago in July to see that these old cronies" don't do it agin. Boys you know how they have sewed you, it is now your say whether this state of affairs will continue of whether you will assert your rights and stick to the men from whom you have received all the benefit you ever got out of the association. Come in on the ground floor, we want to hear from all you boys and what your views are on this question, one word more my boy, if you have borrowed this paper (many do you know) don't do it again. The editor is supposed to live by the subscriptions he receives, send in your \$ for a years subscription. It is booming our business is the official organ of the association and enti-tled to our financial support. Gentlemen we are done, remember boys Chi-

cago, July 22-23. Thanking you kindly for your patience.

We are, yours fraternally,

The Hustler Advertising Co., W. H. CASE Manager.

Editor BILLBOARD ADVERTISING, Cincinnati, O.

Dear Sir-Replying to your favor of the 29th ult. world say regarding the matter of five thousand dollars being paid to Carrol, there is nothing to it, and although we are members of the Bill Posters' Association of New York State, we feel that there is no head or tail to the association; in fact, we know that the bill posters in the smaller cities have no show at all. We have lots of work all the time, but never have had a cents' worth of business from Stahlbrodt or the National Association. The bill posters in smaller cities had very little to say in regard to the management of the association, and we feel that we shall go out and get all the work we possibly can at prices that suit us. We do not wish to be published in the matter, but you may use this information editorially if you wish, without using our name. We are very much pleased with your journal and think we shall give you a good sized ad. in the next issue. Very truly yours,

Nanticoke, Pa., May 27, 1896. BILLBOARD ADVERTISING, Cincinnati, O.

Gentlemen-We beg to thank you for the infor-mation to bill posters, given in the columns of your valuable paper. Your constant advice of "visit your home advertisers" we have acted upon, and have succeeded in inducing the merchants of the city to use posters, which we sup plied them through the Donaldson Lithograph-ing Company and W. J. Morgan & Co., and beside our commission on same we have posted all their work. We are just new in the busi-ness, but the work we are doing has reached about fifty per cent. more than our utmost exns, and we owe some of the tips to your We have at the present time Syrup of pectations paper. Figs, Rambler Bicycle (Gude), Van Camp's Pork and Beans (St. Louis Bill Posting Company), Viking Bicycle, beside about 750 sheets of home work, and the future looks up good for all sum-mer. We have built boards along street car lines in the suburban towns, and our territory now covers a population of twenty-five thou sand. Thanking you again for your informa tion, we remain, Very truly yours,

OPLINGER & BUTKIEWICZ.

W. E. Barott, of Canastota, N. Y., is erecting some large new boards in that city.

Might Hurt the Sign Business.

Some years ago, while I was hustling for the R. J. Gunning Co., that firm took a notion to knock out a bill poster in St. Louis. At that time they had a large number of painted bulletin boards in St. Louis, and they skirmished around, and leased up most of the locations occupied by the bill poster, and got ready to enter the bill posting business.

About this time I had a talk with Mr. Gunning on the posting prospects, and while he realized that he might have a hard fight, still he believed he could win out. In this connection, I suggested that he build all his boards on the same general plan that he had adopted for his bulletin boards, and gain a portion of his hoped-for success by meriting it. The various advantages and disadvantages of building with tongue-and-groove flooring, six inches wide, instead of using eight, ten or twelve inch fencing were considered, and the idea was finally rejected.

And why do you suppose it was rejected? Because of the additional cost? No. The additional cost was shown to be very trifling.

The idea was rejected because he feared it would ruin his bulletin business. And his bulletins paid all the way from twentyfive cents to one dollar a foot a month, while all that posting could bring, at twelve cents a sheet a month would be about thirteen cents a foot.

He reasoned that one of the strong arguments to secure paint orders is the frequent ragged appearance of the billboard. And he reasoned further that if he made his billboards so perfect that there would be no ragged paper on them at any time, being no chance for the paper to break and tear and become ragged, then his main paint argument would be lost. Gunning "won out" all the same, and

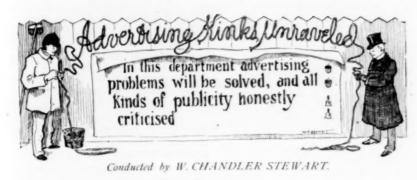
Gunning "won out" all the same, and whether this can be used as an argument to leave well enough alone, I won't attempt to say. But I believe he was right in thinking the improved billboards would have hurt his paint business.

But the bill poster asks, why should we worry about the paper getting shabby?

Well, there are reasons why it would pay you to prevent it. An advertiser made a deal with me to do some posting, wanting a full year's showing. And he wants the paper to look perfect at all times. Under these circumstances, paper was ordered for as much as twenty-six postings throughout the year. For placing one hundred sixteen-sheet stands, this requires 41,600 sheets of paper to do the year's billing; at a very cheap price of two cents a sheet, this costs \$832. Suppose five postings should suffice, the cost of the paper would be only \$160, leaving \$672 difference that would be given to the bill poster for additional locations, or to

bill poster for additional locations, or to some other bill poster who otherwise would not get a smell. In reading the London *Bill Poster*, I notice an advertisement of a paste called Gloy; if the advertiser is to be believed a little bit, all that is needed to give us perfection is Gloy. I hope this Gloy is all it is cracked up to be, and that some enterprising manufacturer will start a factory in America to supply our bill posters.

in America to supply our bill start a factory in America to supply our bill posters. And when all these improvements have come to pass, what will this fault-finder find to find fault with? He'll have tollie awake nights trying to think up something to growl about. SAM W. HOKE.



SPECIAL NOTICE .- All matters and correspondence intended for this department should be sent direct to W. Chandler Stewart, 4114 Elm Avenne, Ikiladelphia.

HONEST DISTRIBUTION.

A correspondent wants to know how he should go about it to ascertain if his circular distributors are really putting his literature out in the manner in which he has directed. Since I have been conducting this department for BILLBOARD ADVERTISING, the number of letters I have received asking how to detect dishonest distribution, makes me think that the average advertiser is very suspicious of the circular distributor.

Of course, the newspapers are very hard on distributors, and they never miss the opportunity to unfold a harrowing tale as to how some fifty thousand circulars were found in some sewer entrance. Then the *Printers' Ink* has been slapping the distributor very hard. Of course, all this adverse publicity is not calculated to boom circular advertising ; yet it is a proven fact that circulars, when properly placed, are one of the best and most economical business builders we have.

The advertiser should remember that the newspapers and journals that run down circular advertising, have their own fish to fry, and that the less money spent in circulars and distribution, the more there will be left for the publishers and the newspaper advertising agencies.

Then, too, the average advertiser is so short-sighted as to trust his circulars, which very probably cost considerable to print, to inexperienced and unreliable boys for distribution. The golden rule for circular advertising is: Don't entrust the circulars to your office boy for distribution; but have them carefully distributed by a professional distributor, and use judgment and care as to what territories are to be covered.

The professional distributor is depending on such work for a living, and it is to his advantage, if only for future business, to give you the proper service; while on the other hand an office boy is unreliable at the best of times—even when you have him right under your eye—and he will be very apt to hide your literature under a pile of lumber, and then go off and play base ball with other office boys who are also supposed to be distributing business bringers for *their* respective employers.

Now, to answer my correspondent's question, would say that to my way of thinking all distributed matter should be followed up by canvassers, who should cover each district billed about a week after the circulars have been put out. The salesman will not only be in a position to know if the people have received

his firm s literature, but he will find busi ness getting much easier than if the way had not been paved for him.

CIRCULAR POSTAGE.

"Should circulars be mailed as first or third-class matter?" is the question that is troubling another one of my friends.

Circulars sent out under letter postage are somewhat of a "sell;" the recipient has a hard feeling for you before he reads your advertisement, so you stand a poor chance of making a favorable impression.

There is not so very much truth in all this talk about circulars being thrown in the waste-basket unread. Of course, if it is something that the receiver could have no possible use for, he is going to throw your circular away without giving it a second glance. But if he saw the same ad in a newspaper or magazine, the result would be the same he would never give it a moment's thought if it was something foreign to his wants or taste. But, on the other hand, if a man receives a circular of some article he takes an interest in, if the advertisement is well and attractively printed, he is going to read it, and put it aside for future consideration.

If your circular is well written, tastily printed, and interesting, a one cent stamp hould be sufficient to carry it right into the pocket-book of the recipient.

OCULAR ADVERTISING.

There are too many near sighted window displays It is seldom that one sees a show window in unison with the firm s newspaper and street-car advertising.

The street cars and newspapers are full of John Smith's grand reduction sale of men's patent leather shoes, while his window contains a display of women's russet Oxford ties.

It's a little common sense in these matters that makes advertising pay to its full limit. If John Smith's window had been full of those self same shoes that he advertised in the morning paper, many a man, in passing on his way to business, would have had his attention called back to that ad as he casually glanced in at Smith's window display, for there would be a large sign in the center of the display with the identical heading that started off his newspaper ad, and around that sign would be grouped the very thoes he read about that morning in the paper. The law of association would have been carried out, and many a pair

of those patent leathers would have also been carried out-of Smith's store.

To make the grand total of advertising a success, even the slightest detail should be carefully watched. Many stores whose newspaper announcements are well phrased, grammatically correct, and beautifully arranged, display signs in their show windows that would make a Boston newsboy shudder.

"Ice cream and cake sold by the glass," stares at one from the window of a well known confectioner; yet the proprietor of this bake-shop would give every care to the preparation of a booklet.

One of Philadelphia's largest department stores - a store whose cleverly written and illustrated advertisements excite the interest of all—several weeks ago displayed this sign in the midst of a window full of women's shoes: "Women, while they last, \$1.75."

ADS THAT PAY.

A man should be very careful how he says, "this ad is bad;" "this ad could never pay," etc. The ad that looks anything but good, is often a small gold mine to its owner. Lots of good advertising never sees the light of printers' link, because some self-styled "advertise ment expert" has condemned the proof or copy. To make it all the worse, these self-elected critics do not preface their remarks with "in my opinion," but say, "experience has proven to me that so and so is thus and so; five dollars, please,"

I know of a case in point where one of these know-it-alls objected to the Sweeperette Co's new woman magazine ads – said, it was no good; could never sell a carpet sweeper; that he was not basing his remarks on theory, but was *speaking* from actual experience. The ad in question was written by Mr. Brownridge, the able ad man of the Sweeperette Co.; was the most successful ad they had issued for some months, and resulted in the direct sale of hundreds of their carpet sweepers.

All these remarks are called forth by the fact that D. H. L. wants to know if this is a good ad :

Everything for the bath at Evans's – wouldn't you like to see 'em together?

Fighth and Arch.

2230 North Front. Personally, I think it a very bad ad-

A REAL PROPERTY AND A REAL

an ad that would make a Boston youth swear off reading ads altogether, and make the average reader wonder whether you were supposed to want to see a man in the costume of Adam surrounded by bath requisites, or only an elaborate collection of toilet articles.

0

Yet, with all its faults, perhaps this ad created a wholesale desire to form bathing parties. If it paid in actual dollars and cents, it was a good ad—even if the expert says nay.

NEWPORT NEWS.

Business very good. Jas. J. Ward has just finished distributing a large shipment from C. I. Hood & Co. They are well pleased with his work.

Mr. J. R. Van Gorder, representing the Dr. Miles Medical Company, was here May 5th and 6th. Made yearly contract with him to distribute in the city and county. The company intends to do some extensive advertising here this summer.

Mr. Charles T. Mahood, the Virginia State agent for the Reynolds Tobacco Company, of Winston, N. C., arrived here May 8th, accompanied by Mr. Fred A. Bennett, the champion high and endurance stilt walker. They are both advertising the R. J. R. Tobacco. Stilt Walker Bennett stands just sixteen feet high when he has his wooden legs on, and wears a glowing uniform covered with advertising matter of R. J. R. Tobacco.

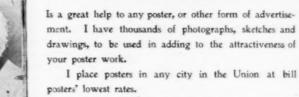
Mr. Criscell, representing the Coca Cola Company, was here May 12. Made contract with him for three hundred sheets.

All our stands are covered with local work and some of Brown's Iron Bitters.

POSTER ADVERTISING.

Several papers are using poster advertising and cards in the elevated and street cars. It would be interesting to learn what advertisers think of this example which is set them, and whether it does not weaken their claim that merchants should use the columns of newspapers for their announcements. The old plan of the Sun, in keeping up the "It's so" bulletin from January to December, has given place to fresh weekly changes. The Journal is making almost lavish use of this method of reaching the public, being in part forced to do so by the other papers, which either refused to publish Mr. Hearst's advertising, or charged him several prices for the space.—New York Newspaperdom.

Clarence E. Runey will unquestionably be re-elected secretary of the Inter-State.



Sam W. Hoke

107 W. 28th St., New York. Long-distance Telephone Connection.

A PRETTY PICTURE

BILLBOARD ADVERTISING.

ALL SORTS'

Boston Budget.

The Boston Job Print, the poster plant owned by the late John Stetson, is running, making money and will not be closed, but will be conducted by Manager Blaisdell till the affairs of the estate are straightened ont.

So rapid is the wheel now whirling round the Hub that to keep pace with it Boston is to have a bicycle daily. It will be called *All-the-Go*, and sell for one cent a day.

If a little boy hadn't been knocked down by a herdie last week, only a few persons would have known that there was such a thing in Boston as a woman sign painter. When this new woman heard that her darling had been killed which happily was an exaggeration—she ran down from her workshop to the street, her apron splashed with colors and several paint brushes protruding from her hair, and so her calling became known.

The Guyer Hat Company, 132 Hampden Street, Boston, are having a mam moth pictorial poster designed, said to be the largest one ever put out advertising hats. It is 8x10, and will be furnished free to retailers. Bill posters in every city should send to them the name of their most enterprising hatter.

Kate E. Griswold is making a go of *Profitable Advertising*, and unlike other papers devoted to publicity, she has a kindly feeling toward bill posting and strongly advocates its use to general advertisers. GERALD DEANE.

Posters procure profitable publicity.

Although Messrs. Campbell & Stahlbrodt have found it a comparatively easy matter to dominate the A. B. P. A. by bluffing and browbeating the members of that organization, their attempt to muzzle BILLBOARD ADVERTISING resulted in signal failure, discomfiture and defeat.

The June issue of *Les Madres de l'affiche* is without doubt the finest number that this suberb publication has ever sent out. Five superb posters, all in colors, and all splendid, but none of them up to the standard of American production are produced. Send subscriptions to Imprimerie Chaix, Rue Bergere 20, Paris, France.

Oscar Hammetstein has discharged all his bill posters, and cancelled all his contracts for billboards. He says: "I propose in future to try the experiment of advertising Olympia only through the regular medium of the newspapers." The experiment won't last long.

Messrs. Reese & Long, of Scranton, have erected a very large billboard on the vacant lot adjoining Z. D. Edwards' store in Olyphant, Pa.

E. H. T. Miller, of Rochester, N. Y., and his assistant, O. E. Rogers, of Waverly, O., representing S. C. Wells & Co., of Le Roy, N. Y., a wholesale medicine company, were arrested at Nelsonville, O., May 29, at the instance of W. S. Runion, city bill poster, for distributing advertising matter without a license. The case was tried next day before Mayor Buckley and they were discharged. They had prepared to fight the case through all the courts, in case they had been fined.

All roads lead to Chicago. The Inter-State convention takes place at the Leland House, Chicago, Ill., July 21-23.

C. P. Walker, of Fargo, N. D., has a great line of boards and enjoys the reputation of being a royal good fellow.



The excellent work and general satisfaction given its many patrons by the Empire Bill Posting Company is fast increasing its popularity. That the company is able to handle successfully the largest attractions on the road was plain ly demonstrated by the billing of the Buffalo Bill Wild West show. The "Empire" billed exclusively this great show, and many were the compliments tendered for the great showing made. All the large tented exhibitions visiting here swear by the above-mentioned company, and will be billed by no other. It does not take managers long to show appreciation of honest work and straight, upright business principles.

A rumor to the effect that Alex. Harbison had secured control of the only available circus lot in Indianapolis obtained considerable credence during the early part of June. Harbison's idea was of course to force the Barnum & Bailey, Buffalo Bill and Forepaugh Sells shows to patronize the Indianapolis Bill Posting Company, of which he is manager, and which said shows have steadfastly refused to do for several years



H. S. Ellis, Advertisement Artist, Wolf City, Texas.

Geo. Castner, for thirty years city bill poster at Syracuse, N. Y., has embarked in the show business. In partnership with Harry Moore he is about to put out Moore & Castner's greatest Uncle Tom's Cabin show on earth. Mr. Cast ner is also prominently mentioned as a candidate for vice-president of the A. B. P. A.

Geo. Knox, of Meadville, Pa., like Henry Tyner, of Springfield, O., would like to see the Inter-State and the A. B. P. A. consolidate. past owing to an attempt of Harbison's to mulct them in exorbitant rates. It seems, however, that the announcement is premature. The Big Four Railroad, who own the lot, say that the deal is not yet made, and great pressure is being brought to bear upon the railroad officials by showmen to prevent its being consummated.

Geo. W. Vansyckle has distributed twenty-two thousand circulars for the Dr. Chase Company, Philadelphia; 5,500 books for the Butterick Publishing ComJULY, 1896.

pany, "Metropolitan Fashions," New York City; 28,640 samples "Pain Pills," and delivered 126 druggists' packages for the Dr. Miles Medical Company, Elkhart, Ind., and are con tantly gaining new patrons. Their work catches them. Illinois Central, Van Camp s Pork and Beans, Malto, Bromo-Kola, Hire's Root Beer, Colgan's Gum, Coca-Cola, Monon Route and General Arthur cigars are the posters that are now on the boards here. Business very good with the bill posters, as well as distribuors.

From Williamsport.

George H. Bubb, of Williamsport, Pa., handled advertising the past month for The Adams & Westlake Company of Chicago, makers of the Adlake Bicycle. They use a fine sixteen sheet. Also done tin signs for the Enameline Company, a renewal of twenty eight-sheets for Liggett & Myers. They have held space since last November. Also a renewal of two hundred two-sheets; five hundred one sheets, and ten thousand cardboard folders for the Saegertown Mineral Spring Company.

Dr. Sine, our leading dentist, is trying billboards with a two-sheet frame. The press of the Donaldson Lithographing Company have the third renewal of paper from the Van Camp Packing Company.

John Robinson and Franklin Bros circus billed the city heavy for June 2, and turned people away at night performance.

Have just erected a fine 150 foot board at Newberry, a suburb of this city.

The "Hub" of Chicago has abandoned the boards in that city, largely, they claim, on account of the discourteous and unmercantile methods of R. C. Campbell.

A crusade on loud posters is to be opened in Topeka, and an ordinance is now being prepared to prohibit the posting of such pictures on the billboards. The ordinance is aimed at posters which often picture the human figure with but little drapery. The Social Purity League is behind the movement.

T. R Bentley, of Guthrie, Okla., has one of the best fields for large advertisers in the country. The prospects in that territory are very bright, big erops and plenty of money. Mr. Bentley is a thoroughly reliable bill poster.

Posters—you see them everywhere all the time.

Every bill poster should have on hand several reams of salmon and cherry colored poster, cut in strips 7x42 inches, and use it around his commercial posters. It will please your customer and make new ones for you.

W. R. Burnitt, the bill poster at Ardmore, Ind. Ter., is one of the competitors in the H.-O. poster contest.

The poster is growing more and more popular with publishers, especially with publishers of daily newspapers and magazines. It reaches all sorts and conditions of people, *in fine*, ALL, THE PEOPLE.



A special convention of the International Association of Distributors will be held at the Leland House, Chicago, July 22. It is open to all distributors, and bill posters who make a specialty of distributing, are earnestly requested to attend.

W. H. Steinbrenner seems to be about the only available man for secretary and treasurer of the International Association of Distributors.

Jas. M. Hill, of Nashville, Tenn., will attend the International Association of Distributors convention. Mr. Hill is an enthusiastic member of this organization and a firm believer in its ultimate success.

If the International Association of Distributors can only succeed in convincing the advertisers of the country that their service is reliable, the success of the association will thereafter be assured. The easiest and surest way is to guarantee it. If the members at large are pledged to reimburse advertisers for loss, they will be exceedingly careful how they admit new members, A man will be pretty thoroughly investigated before he obtains his certificate, and it will be difficult indeed for any save reliable men to get into the organization.

Thos. Kain, of Middletown, N. Y. who publishes Our Advertiser, a bright little monthly, will attend the convention of the International Association of Distributors. Mr. Kain is a thoroughly reliable distributor, and in addition to his distributing business manages the base ball club at Middletown.

The possibilities of house-to-house distributing are almost infinite. As a direct and economical means of reaching the public it is probably unsurpassed by any other known method where extended description or argument is required. It would seem, therefore, that an association of those engaged in the business which shall have for its object the development of the business is a thing to be desired and encouraged. The International Association of Distributors has always been the particular organization of all that has come nearest to attaining this end, and if reorganized on the lines outlined by the men who are going to gather at Chicago on the 22d of this month, it should accomplish much good and prove a source of great benefit to all persons engaged in the business.

Distributors can obtain the rate of one and one-third fare for the round-trip to Chicago, which the railroads have extended to members of the Inter-State Bill Posters' Association by conforming to the directions in another column.

I.E. Strover, of Rochester, N.Y., will attend the convention at Chicago.

Cincinnati, O., June 26, 1896. Editor BILLBOARD ADTERTISIN

Dear Sir-I am receiving letters nearly every day from distributors from all parts of the coutry asking me for advice on how to secure work in their line of business, and as it takes up too much of my time to answer all with a personal letter, I hope and trust you will allow me the space in your valuable journal to make a reply to all. Here is a fair sample, of which I only juote a few lines (dated Morganfield, Ky., May 28, 1896

"I will appreciate any information that you can give me about the business, but as others will appreciate the same information, I would suggest that anything that you can say in the interest of circular distributors should be published in BILLBOARD ADVERTISING for the ben-[Signed] NAT WILLIAMS."

I owe all of my success first, to personal letter soliciting (I never use a printed circular); sec-ond, to the International Association of Dis-tributors; third, doing all work I get thoroughly, by employing reliable men, whom I look after carefully; fourth and last, but not least, advertising. Right here I want to say something about advertising. I have tried almost every journal that accepts

distributors' advertisements, and have had results from but one, and that is BILLBOARD AD-VERTISING. I gave them all a fair test, most of them a year, but they proved no good. It has been quite different with (the only) your jour-nal, while it did not pay me in the start, I soon found it had the pulling qualities and reached the class whom I wanted to do business with, and now I have some of the largest advertisers. as my customers.

notice a great many distributors advertise only at rare intervals or do not advertise at all. That is where they make a bad mistake. I would advise them, advertise continually, seep it up, or do not advertise at all. In conclu will say, keep your name before the advertiser, by advertising in BILLBOARD ADVERTISING. Subscribe and read it yourself, join the International Association of Distributors, and if there is the making of a successful distributor in you, do this with what other advice I have given, and I'll guarantee you will succeed Yours truly,

W. H. STEINBRENNER.

One Letter Wrought the Havoc.

A certain bachelor editor of a northern Iowa own is in a predicament, so an exchange avers, as the result of a careless proofreader. Having becasion to apologize to his readers for a delay in issuing his paper, he wrote : "We beg the inin issuing his paper, he wrote : dulgence of our readers for being a day late his week. Our failure to get out on time was n account of the physical demoralization of the editor, caused by sleeping too close to the boarding-house window." The cussed compositor set the last word "widow." and the proofreader failed to discover the omission of the -Our Advertiser.

The Peru bill posting ordinance, which prohibits anyone save the city bill posters from posting bills or distributing them, will be tested in the courts by P. J. Becker, a shoe dealer, who has been arrested for violating it. He will appeal to the circuit court if fined .- Streator Ill., Free Press.

FRONTISPIECE.

BILLBOARD ADVERTISING.

Our frontispiece this month is a portrait of H. J. Anderson, manager and sole owner of the well-known Enquirer Job Printing Company, Cincinnati, O. This concern has achieved an enviable reputation as producers of high-class reputation as producers of high-class posters for theatrical and commercial usage. They are designers, lithograph-ers and general job printers, and their facilities are such as to enable them to lay claim to being one of the most com-plete plants in America. Mr. Anderson is decidedly averse to having the posterist used in this manuar

having his portrait used in this manner, and we had to obtain it surepticiously. Consequently we can not give as full and accurate an account of his career as we would like to.

He was born in 1847 at Parkside, a little hamlet seven miles from Liverpool, England, and while yet a mere lad came to America, landing in New York in 1863, during the height of the rebellion. After serving in various establishments in the East he went West and obtained a sition with the Courier-Journal of

Louisville. From Louisville he came to Cincinnati and started the manufacture of playing cards. This business he sold out and it formed the neucleus of the famous Russell-Morgan Company, whose cards are now used all over the world.

Fourteen years ago he entered the em-ploy of the Enquirer Job Printing Com-pany as foreman and rose steadily to superintendent, then manager, then pres-ident, and is now sole owner of the mam-

Mr. Anderson is a man of pleasing per-sonality and sterling integrity, and it affords us great pleasure to testify that he fully merits the unqualified success he has achieved.

A. B. BEALL, OF SIOUX CITY. IA.

Our attention has been called to an article in the official organ in which the above named gentleman seeks to convey the impression that he has never applied for admission to the Inter-State Bill Posters' Association, and that he is still loval to the A. B. P. A. We are sorely tempted to ignore the article and treat it with the silent contempt it so richly merits. Such a course, however, in the minds of many would be equivalent to an admission on our part that we had erred, and we can not allow such an impression to exist. Mr. Clarence M. Runey has kindly furnished us with Mr. Beall's correspondence, and as we write we have before us Mr. Beall's application. It bears date of May 9, and is made out on a regular application blank. The name of A. B. Beall is duly appended and his bondsmen are H. S. Rounds and J. H. Cannody. Abel Anderson, president of the N. W. National Bank testifies that the bondsmen are good.

The application is accompanied by Mr. Beall's check for the customary initiation fee. It is drawn on the Sioux City National Bank, of Sioux City, in favor of C. C. Maxwell, Treasurer.

We propose to dismiss the matter with the foregoing simple statement of facts. We will merely add that we have shown the correspondence, application and check to Burt B. Chapman, of the Chapman Bill Posting Company, of Cincinnati, O., who are members of the A. B. P. A. Our statement may be verified and confirmed by writing to Mr. Chapman.



11

The following terse announcement reached us June 26 :

NOTICE.-I am instructed to notify NOTICE.—1 am instructed to notify you that the Ledger Job Office will go out of existence July 1, 1896. Please send statement of your account to July 1. LEDGER JOB OFFICE, THOMAS S. DANDO, Manager.

June 24, 1896.

The Empire Show Printing Company, of Chicago, which has been operating under an assignee, has finally stopped altogether. Ringling Bros. and various other showmen who patronized it, took their work over to the Central, only to find out that they would have to move it again.

The Enquirer Show Printing Company, of Cincinnati, O., is very busy. They are running night and day.

The Gribler Bank Note Company chattels and effects have not yet been sold. The assignces are encountering great difficulty in finding a purchaser.

Hennegan & Co. have been compelled to move their plant to the large and commodious Missouri building at 719 and 721 Sycamore Street, Cincinnati. The growth of this concern has been marvelous, and their cramped quarters in the Donaldson Lithographing Company's building have been much too small for a long time past. Their new building will afford them ample room to grow. They have added three new cylinder presses, which doubles their capacity.

We are in receipt of one copy each of the Correspondent Route Book, the Correspondent Date Book and the Correspondent Vest Pocket Date Book. They are without doubt the most ingenious of all the date books. The arrangement of each is simply perfect.

P. B. Haber is a show printer and a bill poster combined He is an enthusiastic member of the Inter-State Bill Posters' Association.

The Calvert Lithographing Company, of Detroit, Mich., is one of the largest poster printing establishments in the world. They have closed another big contract with the California Fig Syrup Company.

The Empire, , Shober and Carqueville, the Gribler and all the others that have failed, make one feel inclined to believe that Chicago is a veritable graveyard for poster printers.

The Donaldson Lithographing Company has added four new Hoe presses. The two floors formerly occupied by Hennegan & Co. will be used to accommodate the new battery of presses.

Billboard Advertisind PUBLISHED MONTHLY AT

127 East Eighth Street, Cincinnati, O., U. S. A. BY

BILLBOARD ADVERTISING CO. JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES : Advertisements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special rates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Build-ings, Northumberland Ave, W. C. In Puris, at Brelano's, 17 Avenue del Opera. The Trade sup-plied by all News Companies. Remiltance should be made by cheque, post-office or express money order, or vegistered letter. The Editor cannot undertake to return unsolicited manuscritted

manuscript. When it is necessary to wire us the instructions and copy for advertisements, great saving in the and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Post Office, June 29th, 1895.

JULY 1, 1896.

DIFFERENT bill posters doubtless hold different opinions as to what should constitute an ideal association of bill posters. There is one point, however, on which it would seem that they should agree unanimously. We refer to the object of such an association-that is, its prime object.

This should surely be the development and upbuilding of the business of bill posting; or, in other words, the popularizing of the poster.

This principle should be the foundation upon which all the remainder of the edifice of organization is reared. Every clause in the constitution, every rule and by-law of the association should be framed with this object in view. No association can be really great or beneficial until this axiom is recognized and adopted.

* . *

IT is needless to observe that such an association would not be a "close" association, and yet it could be protective; in fact, in this respect it would develop a degree of efficiency which a "close" association could never hope to attain, for in time it would embrace all bill posters of real worth and recognized standing, and having embraced them all, it could govern them all. The evils attending existing opposition would be reduced to the minimum, and those controlling exclusive franchises would enjoy practical immunity from encroachment upon their domains, for the authority of such an as sociation would be well-nigh absolute.

A bill poster who could not obtain membership in such an organization would be an alien and an outcast. He would be regarded by advertisers with suspicion and distrust, and would soon cease to be even an annovance.

BILLBOARD ADVERTISING.

THE Inter-State Bill Posters' Protective Association is fashioned on these lines and though as yet only in its infancy, its wonderful growth and popularity demonstrate conclusively that bill posters in general believe that the right cue has finally been found. They believe that there must be some good and sufficient reason for the reluctance on the part of advertisers to adopt the boards. They argue, and rightly too, that no other medium is so potent, powerful and economical as the poster, and that therefore its worth should be generally recognized.

The old association has had ample time and opportunity to prove its value as a means to effect this end, and has failed, consequently they are anxious to give the new organization an opportunity

At this writing 112 bill posters have written us, assuring us of their intention of attending the Chicago convention, and this number will probably be augmented considerably by the time the convention assembles

It is difficult to predict just what the result of the Associated Bill Posters' convention will be. While there is no denying the strength of the Liberals, and their disgust with the manner in which the Association is now conducted, there is a probability that they will not muster their full strength at the meeting. Many are strongly disposed to abandon the fight, and go over bodily to the Inter-State, and this will weaken the movement materially. To offset this, however, the gang will suffer a corresponding falling off in their supporters, who, fearing a stiff assessment will be levied on those in attendance to meet the large and pressing indebtedness of the organization, will also be missing. It seems impossible for the two factions to avoid a clash, but the outcome in either event excites but little interest.

An earnest effort will be made to reorganize the International Association of Distributors, at Chicago. It is to be hoped that it will meet with success.

* * *

There is a wonderful field and oppor tunity for this form of publicity, but it needs to be fostered and developed. This can never be accomplished without associated effort and united action. Many existing abuses must be corrected-and they must be corrected by those now engaged in the business.

It is high time they united and agreed upon some general plan to this end. Distributing is second in importance only to bill posting, and the wonder is that it has not long since received more attention.

OFFICIAL CALL.

Chicago, July 1st, 1896. To the officers and members of the Inter-State Bill Posters' Protective Association, and all Poster Printers and Advertising Contractors:

GREETING-

I respectfully notify you herewith that the second annual convention of the Inter-State Bill Posters' Protective Association, will take place at the Leland House Chicago, Ills., July 21, 22 and 23, 1806. The meeting promises to be thoroughly representative and also bids fair to be the largest gathering of bill posters that has ever assembled in this or any other country. On this account, much weight, influence and authority will attach to the findings of the convention, and it is to be hoped that all members will report promptly at 10:30 A. M., Tuesday, July 21, when the preliminary session will be called to order, and arrange to stay until the meeting adjourns Thursday evening, July 23.

Middlemen, advertising agents and poster printers, are cordially invited to attend, and are notified herewith that there will be no executive or star chamber sessions, from which they will be excluded. On the contrary, no measures will be discussed or adopted which will not bear the brightest light of day and the most free and open discussion. Furthermore, visitors may rely upon being received with the utmost courtesy and hospitality.

Business of the utmost importance to the craft at large, will be transacted. Respectfully,

P. F. SCHAEFER.

CLARENCE E. RUNEY, Pres't. Sec'y, Waukegan, Ills.

American posters are the best posters in all the world. Some few cranks and critics (?) prate wisely of Cheret in France. and Beardsly in England; but America has Asa Cassidy, Harry Ogden, Dan Smith, Gus Bandlow, Harry Bridwell, Al Moores, and a half a dozen others, any one of whom towers head and shoulders above any living foreign artist.

The most valuable location to any retailer in any town is his store front and windows. It is needless to add that they should always be live advertisements.

George Chockley, doing sign tacking for the James Pyle Pearline Co., was arrested in Asheville, North Carolina, last week and fined \$8.50, which amount was increased by \$5 lawyer's fees, for posting the city without a license. Chockley claimed that "tacking" was not posting but failed to so convince the authorities.

To allow the deficit created by the gang to remain longer unprovided for, will amount to practical repudiation. The floating indebtedness of the A. B. P. A., is large and imposing. Many of their obligations are long since past due. Will they pay or repudiate?

JULY, 1896.

CHICAGO. THE LELAND HOUSE.

Inter-State Bill Posters' Convention July 21, 22 and 23.

"All roads lead to Chicago." It is intimated that this phrase was coined by some modest denizen of the Windy City, but just at this time there can be no doubt of its verity, at least as far as bill posters are concerned. Throughout the length and breadth of the land the eyes of the knights of the brush are turned towards the future metropolis of the nation, and at 10:30 A. M., on Tuesday, July 21, when President Schaefer, with gavel in hand faces the convention, he will look out upon the largest gathering of bill posters that has ever come together in the history of the craft

Never before has so much interest, so much zeal, earnestness and enthusiasm been manifested in a convention as has obtained on this occasion. It does seem as if every member of the organization had pulled off his coat and worked for its succes, for the past month. On another page we give a list of those bill posters who will be present. At this writing it comprises over one hundred names and every mail that reaches us augments the list.

Examine it and you will find that they are coming from far and near. The East, the West, the North and the South will all be represented. Large cities and small towns will both turn out strong, and besides bill posters, there will be middlemen. advertising agents and many advertisers who are interested in bill posting.

The poster printers will also be there in force and taken altogether, the meeting is likely to prove not only the largest and most thoroughly representative on record but the most important ever held.

The Leland House is one of the best hotels in Chicago, splendidly located and admirably conducted. It offers a special rate to bill posters.

The reception committee will see that all visitors secure hotel accommodations at rates within their means. All inquiries in regard thereto should be addressed to the Chairman, Mr. P. F. Schaefer, 395 W. Harrison St.

Special badges of handsome design have been prepared for delegates and members which will prove an open sesame to all places of amusement, and besides, all remaining over until Friday will enjoy a day's outing replete with entertainment of varied nature including a ride on the lake and culminating in a big banquet in the evening.

Everybody attending is thereby assured of an enjoyable visit and a profitable sojourn.

REDUCED RATES.

All railroads east of Idaho will make a rate of one and one-third regular fare for the round-trip to members and delegates attending the Inter-State convention at Chicago, July 21-23, 1896. When you pay your fare tell the ticket agent where you are going and get his receipt upon a certificate, which is furnished free of charge upon application.



HAND PAINTED POSTERS.

The many awkward ways we have of expressing this unique and comparatively new commodity we think calls for a special name. Siebe & Green call them "lithograph paintings," which is rather a misnomer. "Hand Painted Poster" is lengthy and does not "tell it all." I offer the word *Paintograph*, which I think is *simple*, appropriate and expressive. Lets call them "Paintographs."

One of the first things that strikes the eye on the levee in St. Louis is "Battle Axe Plug, The Largest Piece of Good Tobacco Ever Sold for Ten Cents," etc. Painted in huge letters on a background of blue on nearly all the elevators and business buildings yet standing amid the general wreckage at that place, it stands as a monument to the enterprise and ingenuity of these extensive advertisers. While St. Louis people are in no mood to read advertisements, now it is impossible to help seeing them, and these ads will in all probability sell Battle Axe Plug long after St. Louis is straightened out of the chaos that now reigns, where prosperous business was once carried on. -H. C. Storrs in Printers' Ink.

11

1

-

1.

st

11

đ

st

al

at

ns

pas.

to

N.

gn nd

se:

ill

er

de

nig

ed

60-

es at

01

re

a of We have before us the Modern Sign Writer and Up-to-Date Ornamentor, \$2.50, R. Henderson, Publisher, Newark, N. J., a book worthy of a prominent place in any sign shop.

AT IT AGAIN.

Poor little schoolmaster, he has had to dig up again one of his "boys" caught red-handed in falsifying the circulation statistics.

The Argus News, of Crawfordsville, Ind., branded on the oath *liar* in display type by *Printers' Ink*, of May 13, and still bill posters and advertisers of that kind are the only unreliable kinds.

Twenty-four newspaper liars *caught* in the last eight years, ten in the past year, and two months more to hear from ! Nothing said about those who were *not caught*. It seems the craft is retrograding, getting worse as they are getting older. Oh tempora ! Oh mores ! Oh H - 1!



D'AUBER-"By a few deft strokes, I will convert this unprepossessing, nude figure into something more attractive." (Paints on.) SCRUBRINS-in deep admiration-"Vou're a peach !"

(Mrs. Gilhooley has entered the rear door of the villa, and the goat approacheth.) D'AUBER—"You see, the female figure is always more—

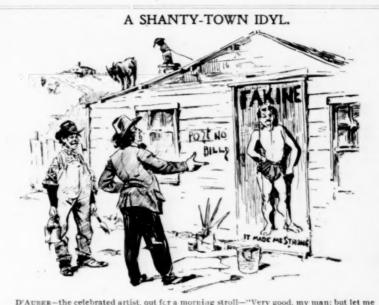




Ink, a journal for advertisers published at 10 Spruce Street, New York, in the interests of The Geo. P. Rowell Co., otherwise the American Newspaper Directory, in a jolly way called the "Little Schoolmaster," and fail to become imbued with the idea that he, the "Little Schoolmaster," is not constantly doubting the statements of his most interesting flock, will say so, I will then try to be good and never say another word "agin it." The very "overcoat of the Little Schoolmaster" is branded with doubt in the two issues of May 6 and 13.

In advertising, as in every other branch of business, there is no substitute for an ardent, sincere, thorough-going earnestness.

The Day Advertising Company, of Dayton, Wash., have splendid references, among them a senator, a judge and a bank president.



take your brush for a moment, " Scrutzense-who has painted a rush sign on Mrs. Gilhooley's door, while that lady was

out-"Certainly." (And the goat looked on from above.)

PRUDES IN KANSAS.

A committee of the Topeka Ministerial Union appeared before the city council last night and asked for the passage of an ordinance prohibiting the display in public of show bills and pictures which presented the female form divine unclothed in shirt waist and skirts. Speeches were made by Rev. Richard Wake, Rev. G. D. Olden and Mrs. Van Cleave. The matter was referred to a special committee.—Kansas City Journal.

To-day J. T. Elmore, of New York, National Solicitor of the Inter-State Bill Posters' Association, was in town calling upon Secretary C. E. Runey, and looking over matters preliminary to the national convention of bill posters that is to be held at the Leland Hotel in Chicago, July 21-33, inclusive. Indications now are that the genial junior member of the firm of Runey & Son will receive the National Secretaryship at the coming convention, a position he is by experience and attainments well qualified to fill. -Herald, Waukegan, Ill.

SPREADING OUT.

The Southern Bill Posting Co., with headquarters in this city is spreading out and now covers all the territory for a hundred miles or more around Knoxville. Manager E. C. Barnes has just returned from Asheville, N. C., where he secured the billboard privileges of that city. He also secured the advertising for the theatre at that place.

This company stand leader in their line and now covers more territory than any other advertising company in the south and have wrought wonderful changes in their line of advertising in this city and surrounding towns since their organization in 1892. Many holes and unsightly places have been hidden from view by elegant billboards covered with imposing posters and large bulletins displaying beautifully painted signs which now line our prominent streets, car lines and thoroughfares and many rough blank walls have been made pleasing to the eye by catchy advertising signs .- Kno. ville Tribune.



Any[•]_i person unbiased by prejudice can habitually read the columns of *Printers*'

IF?



In regard to the question as to whether fakirs should be obliged to pay in advance, it seems to us that there is too much leniency on the part of secretaries toward traveling or transient fakirs. Secretaries of County Fairs as a rule, are good natured, easy going men, while the fakir is generally speaking, a man who will do you if he can. They plead poverty and poor business, and just at the last moment, like the witches in Macbeth, they make themselves air.

They are used to it. Many of them come to a fair never intending to pay a penny. With local people buying privileges, credit may go. But if the secre-tary wants to do business in the right way he will make the foreign fakir fork up in advance.

Don't be unmanned if a cheap Johnnie protests his poverty. "If you have tears' don't let them get the better of you. Insist on the coin before you let his royal fakirship on the grounds, and you will get it. Nine out of ten of them will go down into their pockets and fish up a roll of bill that will surprise you, and rather than go away, pay in advance. The experience of the many secretaries is, that these fellows do them year after year, and unless they get the money in the first instance they never get it at all.

An attraction that cannot fail to prove a success on Children's Day, is that of little Charlie Kinzer, of Canton, Ohio. with his trotting dogs. Charlie is a thoroughly up-to-date kid and has succeeded in training one of his dogs "Sheppe," down to 1/2-mile in 1 21.

Pneumstic sulkies and fine trappings make this a good attraction. He has five of these canine campaigners.

Kennedy Bros., of Bloomington, Ill, have an educated pair of running steers. They are booking as special fair attractions

The Doubt Family, under the management of Frank K. Davis, Rock Island, Ill., is a musical organization ready to sign as an attraction.

One of the things that every fair manager ought to have is a self-locking, selfregistering turnstile, such or similar to the ones in use at the World's Fair. One of these turnstiles is sufficient for the ordinary county fair, and with its use there comes to the secretary a peaceful feeling of security that can be obtained in no other way.

A turnstile makes a dishonest gatekeeper into a useful and honest man for a week at least, and will more than pay for itself the first year. It is a sure cinch on ticket brokering by the gatekeepers.

The General Admission Ticket. One of the most important questions requiring a correct solution is the General

Admission Ticket. What style of a ticket shall it be? Where will it be had? What assurance is there that duplicates will not be struck off?

And on the question of tickets it may be said that a ticket which may give entire satisfaction to the committee for a chicken pie sociable, is likely to prove unsatisfactory to the secretary of a fair. In the fair business it is necessary to have a ticket that can. first, be counted quickly; second, be sold quickly.

The ordinary country printer has not got the facilities for furnishing this kind of a ticket. To be sure he can print 'Admit One," etc. on any number of pieces of card board, but this is not what the fair manager needs. He needs a ticket that he knows is accurately counted when he gets them.



The above cut represents a ticket that cannot be surpassed. It is the notched strip ticket, manufactured by the Globe Ticket Co., of Philadelphia, Pa.

These tickets come in rolls, each roll containing exactly 1,000 tickets, consecutively numbered from 1 to 1,000, and so rolled that ticket number 1,000 reels off first, thus enabling the greatest possible accuracy and convenience in accounting for tickets. The roll of tickets revolves on a reel which is screwed to the table or wall. They are a good thing. The old style of ticket wants to be laid on the shelf as out of date.

The following is an extract from a paper written by R. A. Etter, secretary of the Green County (Wisconsin) Fair, on the subject of Premiums:

In the various classes comprising the ladies'

departments, I wish to make one suggestion. It appears to be the custom of most of the societies to pay a premium of from one dollar to two dol-lars for first premium and about fifty cents to one dollar for the second premium. This affords dendid opportunity to professionals who make it a business to follow the fairs and exhibit their goods Of late years this has been done to a considerable extent, and while it is true that they make a splendid display, it is hardly fair to the local ladies It has a tendency to discourage them, and thereby the real object of the society is thwarted I would therefore recommend that all professionals be prohibited from entering in these departments, and that each society offer a special premium for the best general display by professionals. In the boys and girls' depart-ment, I would recommend that a third premium be offered, even if the total premiums be not increased I would reduce the first and second so as to make the third. We made this change two years ago, and we found that it pleased the little folks very much, and that our entries in these departments were more than doubled last year. The amount of premiums in these two departments is not of as much importance the number. Every premium received, be it ever so small, pleases and encourages the exhibitors, and they are the ones upon which will depend the display of future fairs. I have given my opinion regarding classes and depart-nts upon which premiums should be inments creased, and will now endeavor to point out instances whereby some of us, at least, might

The examination of ten premium lists of last year's fairs shows premiums offered to the amount of nearly \$400 for the best displays of farming implements. Now, while I do not con tend for a moment but that it is perfectly proper and in fact an essential feature, to have a dis play of farm machinery at an agricultural fair I do insist upon a *display*. Many of you will no doubt agree with me, that since the manufacturers of threshing machines, engines, harvesters and binders have agreed among themselves not to exhibit at any of our fairs, our displays in this line have been a farce. The few plows, drags, etc., which are usually exhibited by the local dealers, are not worth a dollar to the fair. And, under these circumstances, I would abolish the cash premium and offer diplo ma in place. The same ten premium lists also offer about \$400 in premiums to manufacturers of carriages, buggies, etc. This is another instance where we might economize. The manufacturers of these goods can afford and will exhibit them without the cash premium. Likewise can the merchants, with their various displays, also the manufacturers of pianos, organs, sewing ma, chines, etc. The society that erects and main tains a building for their use and furnishes from 1,000 to 10,000 people daily during the fair to examine and inspect these goods, does more for them than the small cash premium that we can afford to offer. They, themselves, I believe, are willing that we should use this money elsewhere, especially so if we can demonstrate to them that we can use it to increase the attendance. I am also of the opinion that the various societies of the state pay out annually quite a large sum of money to articles that are really unworthy. I find that in fifteen classes of our premium list last year, consisting of 513 different lots, there were 112 lone entries, without any competition whatever. It goes without saying that each of the 112 was awarded first premium, regardles of merit. It is fair to presume that somewhere the same ratio will apply to the other fairs of the state. If so, this demonstrates the fact that sands of dollars in premiums were paid last year by the fairs of Wisconsin to articles that were not compelled to compete. Some of the societies have adopted a rule instructing committees to pass without award all articles which in their judgement are unworthy. All wh have tried this rule are ready to pronounce it a failure. The committees will not enforce it, and it is hardly fair to except it of them. In view of this fact, I would recommend that one of the conditions of entry in all classes where no entry fee is charged be that all articles where out competition be entitled to 50 per cent. of first premium only.

To the Editor of BILLBOARD ADVERTISING :

The Rhode Island State Fair Association has projected an amusement idea of magnitude and novelty for its forthcoming fair in September next. This is a series of *bona fide* balloon races on each day of the fair. In addition to a guarJULY, 1896.

antee to each aeronaut making a successful as cension, two hundred dollars per day will be awarded in prizes. It is contemplated to start off ten balloons each day. The affair promises to be highly successful and enterprising. Aeronauts can reap glory and profit through this race. The entry list will be open until July to

RHODE ISLAND STATE FAIR ASSOCIATION

FAIR NOTES.

OUESTIONS AND ANSWERS.

In answer to the questions in the last issue of BILLBOARD ADVERTISING

I. How do you manage the Helper's Ticket problem?

Who ought to come into the gate 2. free?

The following from the Lone Star State will be of interest:

Editor BILLBOARD ADVERTISING.

Cincinnati, Ohio.

Dear Sir-1 have been a subscriber to your nagazine for some months. I like it. Think it is the best thing of the kind in the United States I enclose short contribution to your "Fair otes" and may send others from time to time. I hope this feature will produce a decided suc

We allow one owner's and two helpers' tickets to each horse, but require payment of stall rent before tickets are issued. Even with this liberal allowance horsemen sometimes kick and clamor for more. I think that one, or at the very most two tickets for each horse would be sufficient. If a rule of this kind was enforced many of the "hangers on ' who are objectionable to the fair managers as well as to the better class of horsemen, might be gotten rid of

My opinion is that none but active working officers of the Association should be admitted I think it would be better for the fairs free. I think it would be better for the fairs and for the newspapers to do away with the complimentary passes. Let the Fair Associa tions pay the newspapers for all the advertising they do, and the newspapers pay the Association for their tickets. This in the end would

prove satisfactory to both parties I am pleased to see you have started your column of Fair Notes. Think it will prove interesting and beneficial to all persons inter Id State Fas. Yours truly, L. K. TARVER estel in County and State Fairs.

Sec. Bell County (Texas) Fair Association.

More improvements have been made on the Chippewa Falls (Wis.) fair grounds than on any other in the State in the last two years. The merchants of the city took the matter in hand and interested the County Board in the improvements, and with their assistance made large additions. The location is a beautiful one, and with the new buildings presents a fine appearance. The County Fair meets September 14-16, and is followed for three days by the Northwestern Wisconsin fair, which is a union of several counties. The attendance promises to be large.

heid, secretary of th fair at Trenton, N. J.

America's Famous Death Defying AERONAUTS. LeROY SISTERS.

Instly styled the Dauntless Oueens of the Air



Now arranging dates with the leading Parks, Summer Resorts, Fairs, Celebra-tions, etc., for single and double

BALLOON ASCENSIONS.

Balloon Races, Sensational Night Ascen-sions, all with Parachute Leaps. The The greatest drawing attraction in America. sciences: drawing attraction in America. Notice to Managers: We furnish everything complete, take all chances on weather and property and guarantee every ascension as per agreement or don't ask a cent of your money. Furnish all kinds of printing. For terms and particulars, address

LEROY SISTERS.

BILLBOARD ADVERTISING, Cincinnati, O

THE NINETEENTH ANNUAL FAIR of PEPIN CO. AGRICULTURAL SOCIETY

Will be held at **Durand**, Wis., Sept. 23, 24 & 28, 1806. We have the best half-mile track in the state, pleasant grounds, good accommodation all 'round, and always have a successful Fair. P. J. RYAN, Pres't. J. J. MORGAN, Sec.

entire

the

to figure on

prepared close terms

Are

prices to suit the times.

make

We

Circuits.

for

Very

attractions for Fairs.

BILLBOARD ADVERTISING.

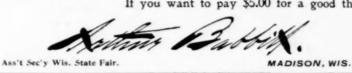
SECRETARIES If you want to make your Fair a success, use Advertising Novelties. Puzzles, Money, Duck Caps, Fire Crackers, Advertising Soap, Gum Labels, and a thousand and one things. Send for prices and samples, quick. For references, John Guild Muirhead, Secretary, Interstate Fair, Trenton, N. J. Write him as to our goods.

He has used them for years. Palmeris Novelty Adv. Co., BROOKLYN, N. Y.

Entry Books and Account Books FOR Fair Managers. Pull out of the rut and ride on the rail. My Books Fit the Business.

The old system was good enough in Noah's day, but there has been an idea or two even in this business since he was secretary of The First County Pair.

Send for Sample Leaves, If you want to pay \$5.00 for a good thing.



The Pickaway Breeders' Association Company.

State Fair and Races--- Circleville, Ohio. July 21, 22, 23, and 24, 1896.

W. S. SMITH, Treas. W. E. MORRIS, Pres't. A. J. GRIGSBY, Sec'v. EXCELLENT RACES. LARGE PURSES.

Fair of the BERKSHIRE Agricultural Society occurs at Pittsfield, Mass., Sept. 15 to 17, 1896. Space 8 ft. in depth, at \$1.00 per front foot. Fair open evenings. Write at once to LUTHER L. ATWOOD, Supt. of Rentals, PITTSFIELD MASS.

PRIVILEGE RENTERS, Attention.

15

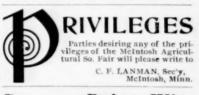
A Great Fair Attraction.

Kemp Sisters

hippodrome and Wild West.

Congress of Fancy and Rough Riders and Crack Shots.

G. P. KEMP. Managing Proprietor, Permanent Address, EL PASO, ILL.



Stevens Point, Wis. AUGUST 25-27, 1896.

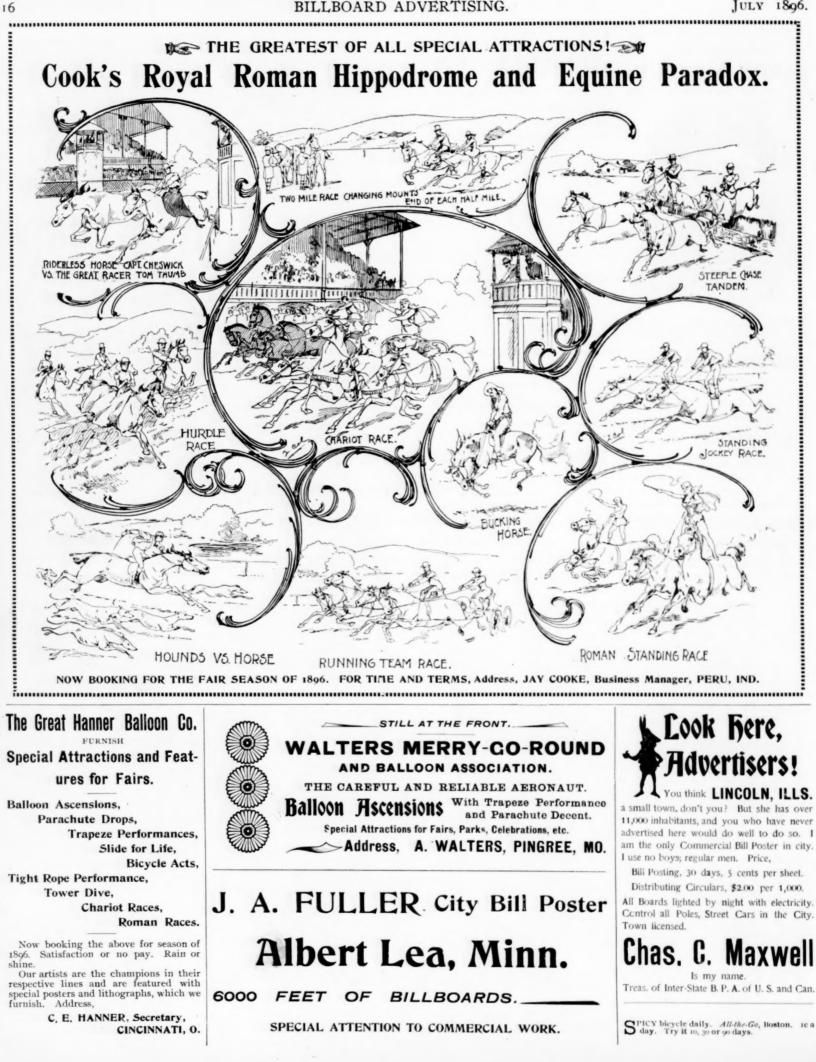
We want special attractions. We want bids for wheel, pool and other privileges. GEO. E. OSTER, Sec'y.

Correspond Ohio. Q with Geo. Liman, us. Address, Sole Box 425, Eastern Agt., Kansas 104 E. 14th St., New City, Mo., and Put-In-Bay York.

OPENAIR ATTRACTIONS OF ALL KINDS. BUILDERS OF HIGH GI INSON ON EARTH AT



JULY 1806.



JULY 1896

BILLBOARD ADVERTISING.



This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly in the event of any change. Rosters and dates are published abso lutely free of charge.

Copyright 1896. All rights reserved.

Paris, Edgar Co. Fair, Aug 31 - Sept 4 Geo H McCord, secy Pana Pana Union Agl Board Aug 25-29 Lou Roburt

McCoru, see, Pana Pana Union Agi Board Roley see Petersburg Menard county Sept 1-4 Pinckneyville Perry county Oct 6-9 Princeton Bureau county Sept 8-11 Francis Rochelle Agi and Mech Assa Sep 8-11 Francis E Dresser see Hardin county Sept 22 Constant Hardin county Sept 22

E Dresser sec Rock Creek Hardin county Sept 22 Rockford Winnebago Co Agl So Sep 1-4 T E Buckbee pres, Geo W Collins v-pres, C O Up-ton treas, J B Whitehead sec Rushville Schuyler Co Agl Soc Aug 10-14 John D Horton pres, John W Goodwin treas, Mark Bourne set

D Horton pres, John W Goodwin treas, Mark Bogue sec Salem Marion county Sept 15-18 Sandwich Sandwich Fair Assn Sep 14-18 E Randall sec Saybrook McLean county Sept 7-11 Sullivan Moultin Co Fair Aug 31 to Sep 4 Thomas Monroe pres, G W Yaughan sec Shawneetown Aug 15-21 Norton Doherty pres, A C Millspaugh sec Shelbyville Shelby county Sept 1-5 Springfield Illinois State Fair Sep 28 to Oct 3 J N Judy pres, John Bunn treas, R C Garrard sec

J 15 Juay pres. John Bunn treas, R C Garrard sec Warren Union Agl So of JoDaviess, Stephenson and LaFayette Counties Sep 15-18 Rob Haw-ley pres, E C Stothower v pres, C F Taylor treas, S A Clark sec Watseka. Iroquois Co. Agricultural Association Fair, Sept 1-4. H C Lovett, President; L F Watson Secretary Watson Effingham Co Fair Sept 16-19 Wm Abraham sec Woodstock. McHenry Co Fair, Aug 25-28 G B Richards, secy Wyoming Stark county Aug 25-28 J M Thomas Jr sec

INDIANA.

INDIANA. Anderson Sept 1-5 Angola Steuben Co Agl Assn Oct 6-9 AM Par-sell pres, H L, Hutson sec Bainbridge. Putnam County Fair. July 27-31. A R Allison, sec'y. Bedford Aug 3-7 Bloomington. Aug 10-14 Boorville Warrick Co Fair Sept 28 to Oct 3 W Taylor sec Boswell Benton Warren Fair Sep 9-11 Henry Robertson pres. N H Knight sec Bourbon Bourbon Fair Assn Oct 6-9 Jac Prisch pres. J W Eidson sec Bremen Bremen Agl Soc Sept 29 to Oct 1 John Huff pres, John R Dietrich treas, Henry H Miller sec Bridgeton Aug 24-29 F M Miller sec Cayuga Sept 14-18 J S Grondyke sec Convdon Harrison Co Fair Aug 24-28 H Wright sec

Columbus Aug 17-22 Corydon Harrison Co Fair Aug 24-28 H Wright sec Covington Covington F W & V Agl Assn Aug 31 to Sept 4 W T Ward sec Chrisney Spencer Co Agl and Ind Fair Aug 31 to Sep 5 J C Haines pres, P C Jolly sec Crawfordsville Montgomery Co Fair Sep 7-11 N B Waugh pres, W N Morgan sec Crown Point Lake Co Agl So Sep S-11 Earnst Hixson pres, F E Cooper treas, A A Bibler sec Elwood Aug 25-29 Evansville Tri-State Fair Sept 14-19 R L Akin sec

Evansville Thesans Akin see Pairmount Aug 10-14 J D Lathaw see Flora. Carroll Co Fair, Sept 20-25 J T Gillam, prest: C E Nobes, treas: J O Ferrier, seey Frankfort Clinton Co Fair Assn Aug 25-28 J

Frankfort Chine to Fail and PAssn Aug Heavilon see Franklin Johnson Co Agl H and PAssn Aug 25-20 S W Dungan pres, W S Young see Fort Wayne Aug to-15 Greenfield Greenfield Fair Sept 7-11 E Tyner

see Huntington Huntington Co Agl So Sep 8-12 Adam L. Beck see Huntingburgh Dubois Co Fair and Expo Sep 14-19 E R Brundick pres. D Reutepohler see Hagerstown Wayne Co Fair Aug 5-7 John Bowman pres, Knode Porter treas, F H Bald-

ridge sec Indianapolis Indiana State Fair Sept 14-10 W W Hamilton pres, 1: J Robison treas, Chas F Kennedy sec Kendallville, Sept. 28, Oct. 2. Nathan Roberts, Pres.; John Mitchell, Treas.; J. S. Conlogue, Sec

Seey. Jebanon, Aug 17-21 aGrange LaGrange Fair Assn Sep 22-25 L

LaGrange LaGrange Fair Assn Sep 22-25 L N Rowe see Ligonier Noble Co Fair Oct 6-9 Orlando Kim-mell pres, John H Green treas, J H Hoffman

ridge see

Jr sec Yorkville Kendall county Sept 1-4

ARKANSAS

Newport Jackson County Fair Association Oct 7-9 L Hirsch sec

CALIFORNIA.

Sacramento California State Fair Sept 1-19 Edwin F. Smith sec

CONNECTICUT.

Branford Branford Agl Soc Geo C Fields pres, ond sec Bristol Fair Corp Sept 30 Ad Wilton A I, Morse treas, Milo I, Norton sec ville Sept 9-10 E H Hough sec y Danbury Fair Oct 5-10 G M Rundle Bristol pres, A L Collinsville Danbury

Danbury Danbury Fair Oct 5-10 G M Rundle sec Guilford Guilford Agl Soc Sept 30 Wm S Leete pres, Wm A Dudley sec Meriden. State Agricultural Fair. Norwich. New London Co Agl Soc Sept 22-24 James A Bill pres, G L Hewitt sec Rockville. Holland Co Fair, Sept 15-17 South Woodstock Woodstock Agricultural So-ciety Sept 14-16 Armin R Brunn Treas Stafford Springs Stafford Springs Agl Soc Oct 6-8 C B Gary sec Suffield Suffield Agl Soc Sept 22-24 Waldo S S Knox pres, J A Haskins treas, E Hunneway Sec

see Wallingford Wallingford Agl Soc Sept 17-18 Geo Jones see Willimantic Willimantic Fair Sep 29 to Oct 1

Willimantic Willimantic Fair Sep 29 to Oct 1 J H Gray supt Winsted Winsted Agl Corporation Sept 15-16 E M Platt sec

DELAWARE.

Dover Delaware State Fair Sep 22-25 John B Wharton sec ILLINOIS.

Wharton see **ILLINOIS.** Alledo. Sept 22-35 W H Graham, seey Anna Union county Aug 25-25 Atlanta Logan county Sept 1-4 Avon, Sept 15-18 Julian Churchill, seey Belividere Boone county Sept 5-11 Belleville St. Clair county Aug 25-28 Bushnell Bushnell Fair Assn Sep John R Camp pres, James Cole treas, Louis Kaiser see Camirgo Douglas county Sept 1-4 Camp Point. Adams Co Fair, Sept 7-11 E E B Sawyer, seey Carrillon Green county Oct 13-16 Carthage Hancock county Aug 25-28 Carthage Hancock county Aug 25-28 Charleston Coles county Aug 25-28 Charleston Coles county Sept 5-12 Danvers McLean county Sept 5-12 Delavan Tazewell county Sept 5-12 Delavan Tazewell county Sept 5-11 Delavan Tazewell County Sept 5-12 Delavan Tazewell County Sept 5-11 Delavan Tazewell County Sept 5-11 Delavan Tazewell County Sept 5-11 Delavan Tazewell County Sept 5-12 Delavan Tazewell County Sept 5-13 Delavan Tazewell County Sept 5-14 Delavan Tazewell County Sept 5-13 Delavan Tazewell County Sept 5-14 Delavan Tazewell County Sept 5-13 Delavan Tazewell County Sept 5-14 Delavan Tazewell County Sept 5-13 Delavan County Sept 5-14 Delavan Tazewell County

Eldorado Saline county Aug 11-14 Elmwood Peoria county Sept S-11 J E Wiley pres, F D Jay vice pres, C F Graham treas, M H Spence sec El Paso Dist Agl Board of Woodford Co Sep 14-15 R A Childs pres, A H Waite treas, G R Curtiss see Fairbury Livingston county Sept 21-25 O S Westervelt sec Farmer City Dewitt county Aug 17-21 Freeport. Northern Illinois Agricultural Society Fair, Sept S-11 Thos D Osborne, sec'y. Galena JoDaviess county Oct 6-9 Golconda Pope county Sept 30-Oct 2 Grägswille Pike county Aug 17-14 Hoopeston Hoopeston Fair Sep 29 to Oct 2 Dale Wallace sec Jonesboro Hoopeston Fair Sep 29 to Oct 2 Dale Wallace sec Jonesboro Union county Sept 8-11 Joslin Rock Island county Aug 21-14 Jostin Will county Fair, Sept 14-15 T C Scho-berg, pres't, Len Small, sec'y Kewance Henry county Sept 23-25 LeRoy LeRoy Fair and Agl Assn Sep 1-4 Jno Haig sec

Haig see Libertyville Lake Co Agl So Sep 15-18 Warren M Heath see Macombe McDonough Fair Assn Aug 17-21 R

Macombe McDonough Fair Assn Aug 17-21 R H Hainline sec Marion Williamson county Sept 22-25 McLeansboro Hamilton county Aug 25-28 Mendota LaSalle county Aug 4-7 Monmouth Warren county Sept 8-11 Monticello Piatt county Aug 17-21 Mortison Whiteside county Sept 1-4 Mt Vernon Agl So Fair Sep Jesse A Dees pres, S H Natson treas, Fred P Watson sec Mt, Carroll, Carroll Co Fair, Aug 25-28 Geo F Buckner, Press, Geo C Kenyon, Sec'y Mt, Sterling Brown county Aug 17-21 Newton Jasper county Sept 22-26 Oregon Ogle county Sept 22-25

meil pres, John H Green treas, J H Honman sec LaFayette Tippecanoe Co Fair Assn Aug 31 to Sep 4 V L Blackstock sec LaPorte LaPorte Co Agl Assn Sep 22-25 V H Banks pres, J Vene Dorland sec Lawrenceburg Lawrenceburg Agl Assn Aug 18-22 A E Nowlin pres, J S Darman sec Lebanon Lebanon Ind Fair Aug 17-21 H W Marvin pres, F G Earnell sec Linton Linton Fair Sep 7-11 S A Maxwell pres, V J Hamilton sec Madison Aug 11-14 Marmont Maxenkuckee Agl Assn Aug 18-21

H H Culver pres, H J Meredith treas, Geo Nearpass see Marion Grant Co Agl Soc Aug 25-29 H G Ha-maker see

maker sec Middletown Henry, Madison and Delaware Co Agr So July 28-31 E A Wisehart sec Morocco N C Agl So C M Hanger pres, A E Furkey sec, Frank Davis ass't sec Aug 18-31 Muncie Muncie Fair Aug 18-21 Wm H Wood

17

Evans pres, G D Ellyson treas, P I, Fowler sec Elkader Sept 8-11 John G Hempel sec Eldora. Hardin Co Fair, Sept 1-4 J W Peisen,

Eldora. Hardin Co Fair, Sept 1:4 J W Peisen, secy Eldon Big Four fair Sep 1:4 W G Crow pres Mark Hilles treas, H R Baker sec Emmetsburg Sept 2:4 T S Crosse sec Fairfield Sept 1:4 I J Marcy sec Foreit City Sept 2:2:25 John Walljasper sec Forest City Sept 2:2:25 John Walljasper sec Greenfield. Adair Co Fair Association, Sept 25-Oct I Ernest Funke, pres't, A J Gibbs, sec Grundy Center Sept 1:3 R W Sayre sec Hampton Franklin county Agl So Sep 15-18 D Vought sec Harlan Shelby county fair Assn Aug 25-28 O P Wyland pres, M K Campbell treas, W T Shepherd sec Humboldt. Humboldt Agricultural Society Fair, Sept 2:2-25 A M Adams, secy I da Grove. Ida Co. Fair, Sept 2:2-24 A Preston, secy Independence. Sept 2:2-25 A H Farwell sec.

Ida Grove. Ida Co. Fair, Sepi 22-24 A Preston, secy Independence Sept 22-25 A H Farwell sec, Indianola Sept 22-25 Carl Anderson sec Iowa City Aug 24-27 Glen MetCrory sec Jefferson Sept 22-25 D L Howard sec Keosauqua Aug 25-28 T G Gilson sec Lenox Sept 22-28 M F McEniry sec Lenox Sept 22-28 M F McEniry sec Lenox Sept 25-18 Marion Woodard sec Lineville Sept 35-18 Marion Woodard sec Lineville Sept 35-11 J Lovett sec Malcom Poweshiek Co Agl Soc Aug 25-28 J W Jones pres, W J Johnson treas, James Nowak sec

Malcom Poweshiek Co Agl Soc Aug 25-28 J W Jones pres, W J Johnson treas, James Nowak see Manchester Sept 22-24 J J Swain see Manchester Sept 12-18 Peter Boardway see Manchester Sept 12-18 Peter Boardway see Mapleton Maple Valley fair Sep 32-26 A Lamb pres, Ed Quick treas, J R Jerome see Marengo Iowa county fair Sep 1-4 Adam Ringlep see Marengo Iowa county Agl So Sep 1-4 H A Brown pres, C C Haas treas, D M Kowland see Mason City Sept 21-23 C H Tenney see Mechanicsville. Mechanicsville Agricultural Society Fair, Sept 15-18 A F Fairchild, seey. Menlo Oct 6-9 A H Grisell see Mikon Milton Dist fair Sep 8-11 G V Bell pres E C Holland v-pres, J D Kowland treas, H C Hill see Mount Air Sept 15-18 C He Bishop see Mount Air Sept 15-18 C He Bishop see Mount Air Sept 15-18 C He Bishop see Mount Air Sept 15-19 C H Malcolm see New Hampton Sept 54 P Malcolm see New Manon Sept 15-17 Chas Freligh see New Manon Sept 15-17 Chas Freligh see New Manon Sept 15-17 Chas Freligh see New Jasper county fair Sep 14-17 SG Rus-sell see Odebolt Sept 22-21 W N Oursler see Odebolt Sept 22-21 W N Oursler see Odebolt Sept 22-21 W N Oursler see Osage Sept 16-18 W O Payne see Osage Sept 16-18 W O Mayne see Osage Sept 16-16 I J T Mayne see Osage Sept 16-16 I J D Avis see Ne

Chas Decook pres. C Knynsburger treas, Chas Porter sec Perry Sept 28 to Oct 1 J T Davis sec Rhodes. Eden District Agricultural Society Pair, Sept 15-17 H M Weeks, secy Rockwell City Sept 14-17 F B Ramige sec Ruthven. Lake District Fair Association Fair, Sept 14-17 Fremont Teed, secy Sac City Aug 31 Sept 3 Jas W. Wilson sec Salem Sept 20:0 Oct 2 A S Crew sec Seymour Sept 27-25 L. C. Young sec Shelby Sept 27-24 Roy Linn sec Sioux City Sioux City Fair Sep 11-19 Strawberry Point Aug 25-26 H A Harrington Sec

see Sutherland Sept 2-4 L J Price sec Tipton Sept 1-4 J Sweinhart sec Toledo Sept 2-5 A G Smith sec Trarer Sept 16-18 C A Prat see Victor. Victor District Fair Association Fair, Sept 15-17 H W Anger, secy Villisca Villisca Union Fair Assn Sep 8-11 D W Jackson pres, J N Neil treas, T L Ingram sec

W Jackson pres. J N Neil treas, T L Ingram sec Vinton Sept 22-25 I, A Mitchell sec Washington Sept 15-18 Oscar Hale sec Wash Banch Allamkee Fair, Sept 22-25 C M Bow-man, prest; Capt Wm S Hart, secy West Branch Aug 19-21 I T Enlow sec West Liberty Aug 10-21 I T Enlow sec West Liberty Aug 10-21 I T Enlow sec West Liberty Aug 10 Sept 3 W S Luse sec West Point West Agl So Sep 22-25 Wm R Trimpe pres, John Walljasper sec West Union Fayette Co Sept 1-4 L Farr sec Whatcheer. Whatchen District Fair Association, Sept 25-021 I C Legoe, secy Wilton Junction Sept 22-25 J M Rider sec Winfeld Sept 1-4 E C Hinkle sec Winfeld Sept 15-18 Hamilton Lee sec

KANSAS.

Burlington. Coffey Co Agricultural Associatio Sept 14-18 Fredonia. Fredonia Agricultural Association Fair, Aug. 35-28, inclusive C H Pierce, pres't; J H Edwards, sec'y Garnett. Anderson Co Agricultural Association,

Sept 1-5 Ola, Allen Co Agricultural Association Sept 8-12 Mound City. Linn Co Agricultural Association,

Oct 6-9 Iolathe. Johnson Co Agricultural Association Aug 25-28 Ottawa. Franklin Co Agricultural Association, Sept 22-26 Chas H Ridgway, secy Paola Miami Co Agricultural Association Sept 29-Oct 2 J F Donahoe, pres, G P Leavitt sec Seneca Nemaha fair assn Sept 5-11 J Knepp pres, J. A Gilcrist treas, John Stowell sec

pres.

Morocco N C Ag1 So C M Hanger pres, A E Purkey sec, Frank Davis ass' sec Aug 18-21 funcie Muncie Fair Aug 18-21 Wm H Wood pres, M S Claypool sec Sew Castle Aug 11-14 Sew Harmony Fosey Co Fair Sept 29 to Oct 2 Era stephens sec Sorth Vernon Jennings Co Fair Aug 4-7 Fred H Nauer sec Sorth Manchester North Manchester Tri-Co Fair Sept 22-25 D Ginther pres, J P Noftzger treas, B F Clemans sec Sorthwestern Indiana Fair Circuit La Porte July 2-4, Crown Point Sept 28-11, Valparaiso Sept 13-18, La Porte Sept 28-21, Valparaiso Sept 13-18, La Porte Sept 28-25 W A Banks pres, A A Bibler sec, Crown Point New Carlisle Farmers' Union Fair Assn Oct 30, Sept 1, 2 I N Miller pres, W H Deacon treas, D S scoffern sec Dakland Oakland City Fair Aug 24-29 W R Harris sec

Dakland Harris Osgood

Oakland Oakland City Fair Aug 24-29 W R Harris see
Osgood July 28-31
Paoli Orange Co. Fair Association, Sept. 9-12.
A W Bruner, pres't: H F Davidson, seey.
Petur Sept 1-5 Jno A Deibert sec
Petersburgh Pike Co Fair Aug 31 to Sept 5
Plymouth Marshall Co Agl and Indl Assn Aug 25-28 M W Simons pres, S N Stevens sec
Poplar Grove Poplar Grove Dist Fair Sept 14-18 W W Smith pres, A D Wood sec, Carroll
Portland Jay Co A H & I Joint Stock Co Sept 28 to Oct 2 John Schmuck pres, William Green supt, James F Graves sec
Princeton Gibson Co Fair and Expos Sept 7-12 S Vet Strain sec
Remington Remington Fair Assn Aug 25-28 Christian Hensler pres, J J Porter privil man, Jasper Guy sec
Rockport, Rockport, Indiana, Fair Aug 18-22

Jasper Guy sec Rockport Rockport, Indiana, Fair Aug 18-22 B F Bridges pres, C M Partridge sec Rushville Rush Co Fair Assn Aug 26-28 W O Walton pres, T A Jones vice-pres, Samuel Abercrombie treas, Alvan Moor supt, W L

Abercrombie treas, Alvan King see alem Washington Co Fair Sept 1-4 E W

Saiten wasmach Menaugh see Shelbyville. Shelby Co Fair, Sept 1-5 John W Vamaoy, prest; Henry Doble, treas; E E Stroup, seey Sheridan. Aug to-14 South Bend South Bend Fair Assn Sept 21-25 A W Byers see Sullivan Sullivan Co Agl Soc Sept 7-12 Thos J Mann pres, Amos Goodwin treas, J M Lang See sec Shelby Co Fair, Sept 1-5 John W prest; Henry Doble, treas; E E

Sec Swaze Aug 4-7 E C King sec Swaze Aug 4-7 E C King sec Terre Haute Terre Haute Fair Association Fair days Aug 10-14 Running May 18-23 W T Beauchs ⇒ 2 pres. W H Duncan sec Tipton Tipton Ind Fair Aug 3-8 E B Martin-dale sec Valparaiso Porter Co Agl Soc Sept 15-18 E S Beach sec Vincenacs Knox Co A & M So Oct 12-17 Jos H Barr pres, Edward Watson treas, James W Emisson sec

Emison sec Warren Warren Tri-Co Fair Sept 1-5 J W Beard pres. Geo F Morgad treas, Grant M Fleming sec, Willard Pulley asst sec Waterloo N E Indiana Agl Assn Sept 1-4 R N Crooks pres. M Kiplinger sec Winchester Randolph Co Fair Sept 22-25 Tho-mas Mullen pres, D E Hoffman sec Wirt Station Aug 5-7 Thos H Wallington see

IOWA.

nor station Aug 5-7 Thos it Wallington see IOWA. Afton Union county fair Assen Sep 15-18 J T Beebe pres, T F Shrub treas, O E Davis see Algona Kossuth county Agl So Sep 16-18 J W Wadsworth pres, E P Keith v-pres, Harvey Ingham treas, E B Butler see Allison Butler county fair Assen Sep 15-17 G M Craig pres, G Hazlett see Alla Aug 26-28 C E Cameron see Anamosa Aug 15-21 E, R. Moore see Arlantic Ang 31 to Sep 13 - 18 Palmer see Andubon Sept 15-18 H S Palmer see Andubon Sept 15-17 H S Palmer see Battle Creck Sept 25-24 Andrew Preston see Battle Creck Sept 26-26 C Calkins see Battle Creck Sept 26-26 Miler see Boonfield. Davis Co Agricultural Society Fair, Sept 15-18 J C Brouhard, seey Boone Aug 4-6 John Keating see Britt Sept 15-17 Gorge P Hardwick see Carolin, Aug 18-22 A L Wright, prest; R E Coburn, treas: H A Junod, seey Controll. Aug 18-22 A L Wright, prest; R E Column pres J C Houhard, seey Controll. Aug 18-25 A L Wright, prest; R D Column treas: H A Junod, seey Carolin Aug 18-25 A L Wright, prest; R D Column Sept 15-17 Society Fair, Sept 15-17 G Gritman pres, P G Henderson v-pres, Fred McLeod treas, E M Sawyer see Charles City Floyd county Agl and Mech Assan Sept 15-18 W Mousholder see Carinda Sept 14-19 W Lundy See Cannon Sept 15-19 W Meusholder see Cannon Sept 15-19 W Meusholder see Cannon Sept 15-19 W Housholder see Cannon Sept 15-19 W Housholder see Cannon Sept 14-19 W Lundy See County All Secretary Coronin Sept 14-17 H K Westrope see Crease Hean Infort, Pister K W Housholder see Carning Sept 14-17 H K Westrope see Crease Allewand county Agl So Sep 5-11 JC Wester see Parene Ge county fair Sep 5-11 CE Bode Parene Care dowand county Agl So Sep 5-11 JC Wester see Parene, E A Mankent see Crease Hean II and Exposition, Sept 7-11 P W McManus, see; Barene, see; Barene, see; Barene C T Carene see

tiansen, seey. Decorah Winnisheik county fair Asan Bedford Sep 20-Oct 1 H L Pierce sec Denison C T Cassadi sec Des Moines Iowa State Agl So Sep 4-11 John

Columbus. State Fair, Aug 31-Sept & W W Miller, secy

10

ler, sec. Coshocton Oct 6-9 Crotan Hartford Central agl so Sept 5-14 Clark sec Delaware. Delaware Co Fair, Sept 15-18 E A Furniss, secy Eaton Preble county fair Sept 21-25 J E An-derson pres, C F Brocke Jr treas, Henry H Farr sec

Farr sec Elyria Lorain county fair Sep 29-Oct 2 J L. Reed pres, J E Willard sec and treas, Findlay Hancock county fair Sep 23-25 M C Greer pres, J G Hull treas, J J Cole sec Fostoria Northwestern Ohio Fair Co Sept 8-11 L McKee sec

L McKee sec Fremont Sandusky county agl so Sept 29, 30 Oct 1, 2 S B Cole pres, T A Lang treas, Jas A Smith sec Gallipolis Aug 18-21 H C Johnson pres, Chas E Clark treas, S H Eagle sec Georgetown. Brown Co Agricultural Society

Georgetown. Brown Co Agricultural Society Fair, Oct 6-9 J W Hederick, secy Greenville Darke county agi so Aug 24-28 J M Brown pres, F M Eidson treas, Jno P Lucas sec Hamilton Oct 5-9 Hillsboro. Highland County Fair, July 21-24. S P Scott, pres't; H L, Wiggins, sec'y. Hicksville Hicksville Fair Sept 8-11 J M Ains worth pres, J E Coburn sec Huntington Sept 8-12 Jefferson Ashtabula county fair Sep 22-25 G S Harvey, pres, L, M Cornwell treas, B F Perry sec

S Harvey, pres, 1, 11 Contended of the sec Perry sec Kenton Hardin county fair Oct 6-9 J M Fisher pres, F H Rummel treas, A M Rice sec Kinsman Aug 24-28 H J Forbes sec Lancaster Fairfield county fair Oct 13-17 T J Barr pres, A I Vorys treas, W T McClenoghan

sec Lebanon Warren county fair Sept 8-11 Bone pres, F M Cunningham treas, G

Carey sec Lima Allen county fair Sep 8-11 Henry C Adgate pres, A D Miller treas, Miner A At-mur sec

Lisb mur sec isbon Columbiana county fair, Sep 15-17 J F McQueen pres, B N Brown treas, E F Moore

ndon Madison Co Fair Sept 8-11 E B Pancake sec McConnellsville Morgan county fair Sept 1-4 John G Walker pres, J W McElhiney treas, M E Danford sec

M E Danford sec Mansfield. Sept. 29-Oct 2 Newton Charles, secy Marion, Marion county fair Sep 29-Oct 2 Albert Osborn pres, S N Titus treas, J E Waddell

sec Marietta Washington county fair Sept 2-4 F G Best pres, J H McConnell treas, J C Brenan sec Marysville Union Co Fair Sept 22-25 O E Lin-coln pres, J J Watts treas, E W Porter sec Mechanicsburg Central Ohio Fair Aug 4-7 F S

Barr sec Medina Medina county agl so Sept 8-10 Branch pies, A T Spitzer treas, Hiram Go

Millersburg Holmes county fair Sep 29-Oct 2 G F Gilbert sec Montpelier Montpelier union agl so Sept 22,25

G F Gilbert see Montpelier Montpelier union agl so Sept 22,25 F M Ford see Mt. Gilead Morrow county fair Oct 6-9 W O Thuma pres, J M Moody treas, O J Miller see Napoleon Henry county fair Sept 15-18 H C Groeschner pres R B Heller treas J L Halter

Napa oleon Napoleon Fair Sept 15-18 J L Hal-

Newark Licking county fair Aug 25-28 C W Martin pres, A J Crilly treas, Ad C Seymour

Martin pres, A J Chily treas, Ad C Seymour sec New Bremen Sept 1-4 Newcomerstown Oct 13-16 New Lexington Perry county fair Sept 15-18 A E Wilson pres, E S Martin treas, Jas E Carran sec Norwalk. Licking Co Agricultural Society Fair, Aug 25-28 Ad C Seymour, secy Orrville. The Great Central Ohio Fair, Oct 6-9 Proctor E Seas, secy Ottawa. Putnam Co Fair, Oct 6-10 B F Seitz, prest; A P Sandles, secy Paulding Paulding county fair Sept 15-18 J L Slager pres, Floyd Atwill treas, F M Bashore sec

Stager pres, Ployd Atwill treas, P M Bashore sec Pomeroy Rock Springs Fair Assn Sept 1-3 B F Knight pres, Edw L Keiser sec Portsmouth Ohio valley agl so July 28-31 Theo Doty pres, Floyd L Smith treas, Edgar F Draper sec Proctorville Lawrence county fair Sep 9-11 M L Whitley pres, C J Reynolds treas W W Reckard sec Ravenna Portage county fair Sept 15-17 C C Gardner pres, Chas A Lambert treas, Lafayette Smith sec Richwood Tri-county fair Oct 13-16 J E Robin-Son sec

son sec alem. The Salem Fair and Exposition Co. Annual Fair, Sept. 8, 9, 10. Race Meeting

Admusi Fair, Scpt. 5, 9, 10. Kace Meeting July 34. Sandusky Sept 22-25 S C Prout pres, C B Wil-cox treas, Juo T Mack see Sarahaville Noble county fair Sept 16-18 W S Spriggs pres, C L Hillyer treas, Arthur Mc-Williams see

sec Shelby Co Fair Sept 22-25 J E Russell Sidney

sec mithfield Jefferson county agl so fair Sept 23-25 A L Sutherland pres, J O Hayne sec

Smyrna

22-25 A L Sutherland pres, J O Hayne see Smyrna Sept J5-17 Somerset Perry County Sept 21-23 Springfield Clark Co Fair Aug 25-28 Wm Jen-kins sec, Seth Toledo Sept 21-26 Troy Miami county fair Sept 28-30, Oct 1-2 WI Tenney see Upper Sandusky Wyandott county fair Oct 5-8 S B Gillett pres, Henry Kear treas, Oscar Bilhardt see

Bilhardt see Urbana. Champaigu Co Fair, Aug 18-21, J W Crowl. See'y Yan Wert Sept 8-11

Crowl. See'y Van Wert Sept 8-11 Warren Trumbull county fair Sept 8-11 S F Bartlett pres, O D Morgan treas, Jas I, Ken-nedy see Washington Guernsey county fair Sept 29-

Oct 2 Maj J W Moore pres, R S Frame treas, V D Craig sec Washington C H Fayette county fair Aug 11-14 L, C Mallow pres, H D Purcell treas, N B Hall

sec Wauseon. Fulton Co Fair, Sept 2000 Mikesell, secy West Union. West Union Fair, Sept 8-11 T W Ellison, secy Vooster Wayne county fair Sept 1-4 A Cun-ningham pres, W A Wilson treas, I N Kinney

Xenia Greene county fair Aug 11-14 R R

Achia Grieve sec Youngstown Sept 1-4 Zanesville Muskingum county fair Sept 8-11 S A Baldwin pres, Jas E Tanner treas, J D

OKLAHOMA.

Guthrie The Oklahoma State Fair Association Sept 20 to Oct 2 J W Scothorn sec

OREGON.

Baker City First Eastern Oregon Board of Agriculture (Date not reported) Isadore

Agriculture (Date not reported) Isadore Fuchs sec Central Point First Southern Oregon District Board of Agriculture (Date not reported) J H Downing sec Dalles Second Eastern Oregon Board of Agri-culture (Date not reported) J O Mack sec Roseburg Second Oregon District Board of Ag-riculture Aug 25-29 F A McCall sec Salem Oregon State Fair Oct 7-13 C B Irvine sec

PENNSYLVANIA.

Allentown. Lehigh County Agricultural Society Fair, Sept. 22-25 W K Mohr, secy Beaver Sept 22-25 Belle Vernon Oct 6-8 J S Jones sec Bethlehem Great Inter-state Fair Sept 15-18 J Walter Lovatt pres, Geo H Young treas, H A Corman sec

Bethlehem Great Inter-state Fair Sept 15-18
J Walter Lovatt pres, Geo H Young treas, H A Gorman sec
Bloomsburg Columbia Co Agl Hortic and Mech Assn Oct 13-17 John S Mensch pres, James C Brown treas, A N Yost sec
Brookville Jefferson County Agricultural Soci-ety Sept 22-25 C S Irwin sec
Burgettstown. Arion Agricultural Association Fair, Oct 6-8 Hugh Lee, prest; Wm Melvin, secy, South Burgettstown, Pa
Butler Butler County Agricultural Society Sept 1-4 W P Roessing sec
Cambridgeboro Central Crawford Agricultural Society Sept 22-25 A S Faber sec Cambridge Carlisle Cumberland Co Agl Assn Sept 29 to Oct 2 Chas H Mullin pres, John Stock treas, W H M'Crea sec
Carmichaels Oct 7-8 J C Kerr pres, Ewing Bailey treas, L W Gwynn sec
Carmichaels Oct 7-8 J C Kerr pres, Ewing Bailey treas, L W Gwynn sec
Carmichaels Oct 7-8 J S Mancher sec
Centre Hall Patrons of Husbandry Exhibition Sept 14-19 L Rhone Sec
Cochranton Cochranton Agl So Sept 16-18
Hug Snith pres, Jess Moore treas, John H Adams sec
Conneatville Crawford County Agricultural So-

Coch. Hug Adar

Hug Smith pres, Jeas about train, John A Adams sec Conneatville Crawford County Agricultural So-ciety Sept 29 to Oct I F L Lord sec Dayton Dayton Agricultural and Mechanical Association Sept 29 to Oct 2 W C Marshall

sec Edinboro Edinboro Agricultural Society Sept 15-17 JH Cowen sec Forkville Sullivan Co Agl Soc Sept 30 to Oct 2 M R Block pres, E S Little treas, JL Hoagland

Forkville Sullivan Co Agi Soc Sept 30 to Oct 2 M R Block pres. E S Little treas, JL Hoagland sec
Grampian Clearfield County Agricultural Soci-ety Sept 22-25 Thomas L Wall see
Gratz Driving Park and Agricultural Soci-ety Sept 22-25 J W Hoffman sec
Greensburg Westmoreland Agricultural Soci-ety Sept 22-25 M N Clark sec Claridge
Greenville Oct 6-8
Hanover Hanover Agricultural Society Sept 8-11 M O Smith sec
Harford Harford Agricultural Society Sept 23-25 4 E Jones sec
Hartington. Sept. 8-10. S J Young, sec'y.
Hollidaysburg Blair County Agricultural Society Sept 35-18 C H Porter sec
Homedale Wayne County Agricultural Society Sept 32-10 Cct 1 W A Gaylord sec
Howswille Muncy Valley Farmers' Club Sept 23-27 A C Henry sec
Indiana Indiana County Agricultural Society Sept 15-18 S W Gustine sec
Jonstown Pennsylvania State Agricultural Society Sept 7-12 H C Demming sec Har-risburg
Kittanning Aug 18-21 T McConnell sec

Kittanning Aug 18-21 T McConnell sec Kultztown. Keystone Co Agl & Hor Soc Fair, Oct 6-9 Jacob R Heffner, Pres't, Monterey, Pa J D Warner, Treas: J P Hines, Sec'y Kutztown Keystone Agricultural Society Oct 5-9 J B Esser sec Lehighton Carbon county industrial so Sept 29 Oct 2 H Miller pres, V Schwarz treas, C W Bower sec

Lehighton Carbon county innustrial so expression of 2 H Miller press, V Schwarz treas, C W Bower see
 Lewistown Mifflin County Agricultural Society Dee Stil A T Hamilton see
 Mansfield Sept 22-25 J A Elliott see
 Mitton Milton driving park and fair assen Oct 6-9 W A Dean pres, M H Barr treas, H W Chamberlain see
 Mercer Mercer central agl assn Sept 29-Oct 1 Jno P Orr see
 Moatros Susquehanna County Agricultural Society Sept 29-30 W A Titsworth see
 Moutrose Susquehanna County Agricultural Society Sept 29-30 W A Titsworth see
 Mouthoustrial Exposition Aug 17-21 Dr S P
 Heilman see Heilmandale
 Nazareth Northampton County Agricultural Society Oct 6-9 J J Mans see
 New Castle Liwrence county agliso Aug 25-28 A L Martin see
 Newport Perry county fair Sept 22-25 F A Fry see

Parkers' Landing Parker agr assn Sept 8-11

JULY, 1896.

Arcadia Arcadia Agl & D P assn Aug 25-28

Ashla

agusta A G Cox

F C Eichmond sec shland. Ashland Co Agricultural Society Fair, Sert 9-11; J J McGechan, Pres't ; John A Wat-son, Treas ; R F Spencer, Sec'y ugusta Eau Claire county agl assn Sept 8-11 A C Cox sec

Hall sec eaver Dam Dodge county agl so Sept 22-Oct 2

Beaver Dain Fronge county age so Sept C W Harvey see Black River Falls Jackson county agl so Sept 1-4 F F Oderbolz sec Bloomington Blakes Prairie Agricultural So-ciety Fair, Sept 9-11 W H Glasier, secy Boscobel Boscobel D P assn Sept 1-4 Jud P

Cedarburg, Ozaukee county agl so Oct 1-3 D E McCinley, see Chetek. Barron Co Fair, Sept 9-11 Jos E Cart-wright, secy Chilton Calumet county agl so Sept 7-9 L D Dorschell sec

Chinon Catumer county agl so Sept 7-9 L D Dorschell sec Chippewa Falls Northwestern Wis agl and ind assin Sept 14-10 Jesse R Sharp secy Cumberland Cumberland Agl and Driving Park Assin Sept 2-4 II S Comstock Darlington, Aug 25-28. James Haskin, Pres't; David Schrieter, Treas; Geo F West, Sec'y Dodgeville Iowa county agl so Aug 18-21 J M Reese sec Durand Pepin county agl so Sept 23-25 J J Morgan, sec

Morgan, see Elkhorn Walworth county agl so Sept 29-Oct 2 S Mitchell see Ellsworth Pierce county fair Sept 23-25 J C Denniston see Fennimore Trotting Meeting Sept 23-25 Wm

Penninson see Fenninson see Fondu Lac Fon du Lac Kite Park Sept 8-12 D W McKenna see Friendship Adams county agl so Sept 21-23 E Knight see Galesville. Trempeleau County Agricultural Society. August 18-21 F. G. Davis, seey. Glenwood St. Croix Western Wisconsin Sept 9-11 D H Syme Grantsburg. Burnett Co Agricultural Society Fair, Sept 9-11 Green Bay Brown county Sept 8-11 D W Flat-ley Hortonville Outagamie county agl so Sept 22-25

Intern Bay Brown county separation is wreat-ley Hortonville Outagamie county agl so Sept 22-25 H T Buck sec Hudson St Croix county agr so Sept 16-18 H F Dinsmore, sec Janesville Rock county Sept 15-18 D W Watt sec Jefferson Jefferson county agl so Sept 15-18 J L Kearney see Jonesville, 35,5000 Trotting and Pacing Meet-ing, July 21-25 Kewaunee Juneau county Sept 16-19 Adolph & Ebel

Kewaunee Juneau county Sept 16-19 Adolph Ebel Lancaster. Grant County Agricultural Associa-tion Fair, Sept 16-18 Delos Abrams, prest; T A

Burr, secy odi Lodi union agr so Sept 9-11 A H Hinds

Burr, seey
Lodi Lodi union agr so Sept 9-11 A H Hinds
Badi union agr so Sept 9-11 A H Hinds
Manitowoc Manitowoc county agl so Sept 9-12 C H Sedgwick see
Manitowoc Manitowoc county agl so Sept 9-12 C H Sedgwick see
Manitowoc Manitowoc county agl so Sept 8-10 I C Baldwin see
Menominee. Dunn County Agricultural Asso-ciation Fair, Sept 15-17 Henry Miller, prest; J B Chickering, treas: Geo Gallaway, seey
Merrillan Merillan D P & A assn Aug 25-25 A D Merrill see
Milwaukee, Wisconsin State Fair, Sept 21-26 T J Fleming, secy, Madison, Wis
Mineral Point Southwesteru Wisconsin fair Sept 8-11 W H Bennett see
Mondovi Buffalo county agl so Aug 26-25 A lex Lees sec
Monroe Green county agl so Sept 2-5 R A Etter pres, Frank Smock see
Neillsville Clark county agr so Sept 1-4 C M Bradford see
New London Waupaca, New London Fair and Racing Sept 15-16 Geo Werner
Oshkosh, Oshi osh Fair Association Race Meet-ing, June 35-25 Fair and Exposition. Sept 9-12 John Laaba, Pres't; Geo Hilton, Treas; C E Angell, Sec'y.
Phillips. Price Co Agricultural Society Fair, Sept 1-9 John Ruff, seey
Fond du Lac Fond du Lac Kite Park Sept 8-12 D W McKenna
Portage Columbia county Sept 15-17 Kennedy

Fond du Lac Fond du Lac Kite Faik Sept 542 D W McKenna Portage Columbia county Sept 15-17 Kennedy Scott of Rio Rhinelander Oneida county Sept 7-9 A M

Rhinelander Onetaa touny state 1 Rogers Richland Center Richland county agl assn Sept 25-Oct 2 J G Bunnell see Rio Columbia county agl so Sept 15-17 Ken-nedy Scott see Seymour Seymour Fair and Driving Park Sept 10-12 H J Van Varen Shawano Shawano county Sept 28-30 Louis C Bald

St Croix Falls Polk county fair so Sept 23-25 Fred Hudson sec Stevens Point Cen Wis Agl Mech & Scientific assn Aug 25-27 Geo R Oxter sec Society Pair. Aug 25-28 S E Houghton, prest; A J Kellman, treas; F G Davis, secy Tomah Monroe county agl so Sept 22-24 M L Hineman sec Viroqua Vernon county agl so Sept 15-18 F W Alexander sec Waukesha Wankesha county agl so Aug 25-28 G F H Barber sec

'automa Waushara county agl so Sept 23-25 W Berray sec

eyauwega Waupaca county Sept 22-25 A L Hutchinson

Hutchinson West Superior Douglas county agl so Sept 29-Oct i Jas S Bishop sec West Bend Washington county agl so Sept 26-28 Joseph Ott sec West Salem Lacrosse county agl so Sept 29-Oct i O S Sisson sec Whitehall Trempealeau county Ind Agl and D P ason Sept 1-4 F A George pres, EN Trowbridge treas, H H Scott sec

E B Thayer sec

arber sec Marathon county agl so Sept 17-19

Cox see so Sauk county agl so Sept 29-Oct 2 J S

Parkers' Landing Parker agr assn Sept Sett G A Needle sec Philadelphia Pennsylvania. Horticultural Soci-ety Nov 10-14 David Rust sec Port Royal Juniata County Agricultural Society Sept 16-18 W K Wharton sec Reading Berks Co Agl and Hortic Soc Sept 15-18 James McGowan pres, Milford N Ritter treas, Cyrus T Fox sec Stroudsburg Monore county agl so Sept 8-12 J H Shull pres, R B Keller treas, T C Brown sec Stoneboro. Mercer Co Agr Soc Fair, Sept 22-24 R J McClure, Pres't, Sandy Lake, Pai; R P Cann Treas; J P Hines, Sec'y Tarentum Tarentum Fair Association Aug 25-28 J C Dunn sec

28 J C Dunn sec Titusville O C V Agl Assn Sept 8-11 C M Hayes

Titusville O C V Agl Assn Sept 8-11 C M Hayes sec Towanda Bradford County Agricultural Soci-ety Sept 22-25 Henj Kuykendall, Jr sec Tunkhannock Wyoming County Agricultural Society Sept 16-18 W N Reynolds sec Uniontown Fayette County Agricultural Asso-ciation Sept 23 to Oct 2 W W Parshall sec Warren Warren County Fair Association Sept 15-18 Willis Cowan sec Washington Western Penn Agl Assn Sept 16-18 Geo M Cameron pres, Jas K Mitchell treas, Julius LeMoyne sec Waynesburg Waynesburg Fair Association Sept 22-25 T S Crago Sec Westfield Cowanesque Valley Agl Soc Sept 15-18 Charles C Williams sec Williams' Grove Grangers' Inter-State Expo-sition Aug 24-29 H H Thomas sec Mechan-icsburg

Work County Agricultural Society Oct E Chapin sec RHODE ISLAND.

Crat

Murfr

Gr

Ruth

lum sec

aston Rhode Island state fair assn Sept 7-11 E Perkins pres, E H Potter treas, W W Dex-

Voonsocket Sept 15-17 Col John W Ellis pres. John R Boyden sec

TENNESSEE.

Columbia. Columbia Fair Association Fair, Oct o-9 W P Waldruge. Pres't: J J Fleming, Treas; B S Thomes' Sec'y, Hurricane Switch, Tenn Dyersburg Dyer Co Fair Assn Oct 8-12 T C Gordon sec

TEXAS.

Beton. Bell Co Fair Association Fair, July 21-25 Ben D Lee, prest; L K Tarver, secy Corsicana Oct 6-9 F C Hand sec Dallas Texas State Fair and Dallas Exp Oct 10-25 J T Trenzaut pres, C A Cour sec Galveston Texas Coast Fair Oct 27-31 R T Wheeler pres, Joseph Lobit treas, F W Maley sec

30-Oct 3 Dr 5 D Bugg sec Hillsboro Hill Co Fair Oct 25-30 Taylor Taylor Fair Assu May 6-8 Mrs J J Hayslip pres, A J McCarty sec Victoria Soutowest Texas Fair Oct 6

VERMONT.

Barre Washington and Orange Counties Fair (open to the world), at Granite City Trotting Park, August 18-21 Dunlop Smith, pres't; Herbert A Rugg, sec'y Brandon. Brandon Fair Association Fair, Sept

16-17 Fair Haven Western Vermont agl so Sept 22-25 Sept 22-55 E. Bussey pres, H K Sheldon sec Sept 22-55 E Bussey pres, H K Sheldon sec R C Reed treas utland. Rutland Co. Agricultural Society Fair, Sept. 8-11. G T Chaffey, pres't; F A Field,

sec'y. oodstock. Windsor Co Agr Soc Fair, Sept 22-24 J E Montague, Pres't; H C Lockwood, Treas; John S Eaton, Sec'y aterbury. Winooski Valley Agricultural As-sociation, Sept 8-10, R G Hooker, Sec'y

VIRGINIA. sburg Loudoun Co I, St Exh Assn Aug 25 27 C Sellman sec H C Sellman sec Richmond Virginia state agl and mech so Oct 13-16 J S Watkins pres. W G Owens sec Staunton Sept 8-11 G A Mowry pres, Heber Ker sec uffolk Suffolk fair and agl assn Oct 20-24 G W Nurney pres, J Walter Hosier sec

WEST VIRGINIA.

Clarksburg Sept 3.5 New Martinsville Sept 1-4 S R Martin see Pennsboro Sept 15-15 W A Strickler see Wheeling, Hxposition and State Fair, Sept 7-10, Geo Hook, Sec'y

WASHINGTON.

orth Yakima Wash State Fair Comm Sept o Oct 3 A B Weed pres, Fred Parker tres

John Reed sec Spokane Fruit Fair Assn Oct 1-3 John A Finch pres, F W Smith gen1 mgr Tacoma Peirce Co Agl and Indi Soc Sept 14 20

WISCONSIN.

John Een see Antigo Langlade county agl so Sept 14-16 John McGrier see Appleton Appleton Track and Driving Park Sept 1-4 M F Barteau

Portage county agl so Sept 15-17

hn Reed s

Amherst

ictoria Soutowest Texas Fair Oot 6-10 L D Heaton pres, D H Regan treas, L N Hofer sec

sbeeck Limestone county fair assn Sept

eesboro Rutherford county fair assn Oct W R Jarratt sec, T W Cox treas, J C Cul-

KENTUCKY.

Alexandria Aug 25-29 Geo R White pres, John Todd treas, J Wright sec Curdsville Ellendale Fair July 28 to Aug 2

ardsville Ellengan R T Smith sec awrenceburg Aug 11-14 J Waines sec ebanon Marion Co Fair and Trotting Assn Aug 25-27 Sam T Spalding sec, T H Clelland

Aug 25-27 Sam I Spating sec, I H Clenand pres Paducah Paducah Fair and Exposition Co Fair and Races Sept 22-25 Races July 3 and 4 Jas M Lang pres. Alex Kirkland sec Paris Bourbon Co Agl So Sept Geo Alexander pres, T E Ashbrook sec Shelbyville Shelby Co Agl and Mech Assn Aug 25-20 J J Dolan pres, J M Logan sec Uniontown Union Co Fair Aug 4-5 J V Givens pres, W A Berry Sec Winchester July 20 to Aug 1 A Renick pres, Joe B Ramsey treas, W H Garner sec Williamsburg Whitley Co Fair Assn Sept 2-4 Nick Daniel pres, Walker Mason sec

MAINE.

Bridgeton. Farmers and Mechanics' Fair Second week in Sept
Gray Aug 24-27 Wm P Haskell pres, J W Ste-vens sec-treas
Hartland East Somerset Agl So P W Thomp-son pres, S L Mayo treas, S H Goodwin, St Albans, sec, H L Williams asst sec Sept 8-10
Lewiston Maine State Agl So State Fair Aug ut to Sept 4 S G Jerrard pres, R G Eveleth treas, G M Twitchell, Augusta, sec
Portland. New England Fair, Rigby Park, Aug. 7:-21. F H Appleton, Pres't; E F Rowell, Sec'y; Warren Brown, Treas.

MASSACHUSETTS.

MASSACHUSETTS. Amherst Hampshire county Sep 29-50 Geo P Smith pres, Herbert Sabin sec-treas Athol Worcester NW Agl and Mech So Oct 6-7 B W Spooner pres, T H Goodspeed treas, J H Humphrey sec Amesbury. Amesbury and Salisbury Agricul-tural Society Fair, Sept 2-24. C W Woods, Pres't; J A Davis, Treas; A H Fielden, Sec'y Barnstable. Barnstable Co Agricultural Society Fair, Sept 3-10. Henry M Hutchings, Sec'y Barre Worcester county West fair Oct -2 Geo Mixter pres, Chas H Follansby treas, Matthew Walker sec Boston Massachusetts Horticultural Oct 6-8 Francis H Appleton, pres, C E Richardson, treas, Robt Manning sec Bridgewater Plymouth county Sep 16-18 N F Ryder pres, H D Packard treas, Henry L Crane sec

Rockton agl so Sept 30 and Oct 1-3 binson pres, E M Thompson treas, Ira H W Rol

Copeland sec harlemont Deerfield Valley Sep 17-18 C H Leavitt pre, E F Haskins treas, S W Hawkes sec ummington Hillside Agl so Sept 29-20 S W Clark pres, R R Packard treas, Wm G Atkins

sec Fitchburg Worcester North fair Sep 22-23 Jas I, Harrington pres, N C Upham treas, John W

Great Barris

L Harrington pres, N C Upnam treas Dgden sec amingham Middlesex South Sep 15-17 Isaac Damon pres, H L Davenport trea, W P Mayo sec South Framingham reat Barrington Housatonic county Sep 20 to Oct 2 C B Benedict pres, O C Bidwell treas, Frank H Briggs sec reenfield Franklin county Sep 24-25 A A Smith pres, Wm S Allen sectreas ingham Hingham county Sep 29-30 E L Ripley pres, Reuben Sprague treas, William U Thomas sec

Greenfield Fränklin county Sep 24-25 A A Smith pres, Win S Allen sectreas Hingham Hingham county Sep 29-30 E L Ripley pres, Reuben Sprague treas, William H Thomas sec Lancaster Worcester East fair Sep 17-18 John E Thayer pres, Lucius Field treas, Walkin bourn sec, South Lancaster Lowell Middleszer North Sep 17-19 A C Var-num pres, S Drewett treas, E T Rowell sec Marshfield Marshfield county Sep 9-11 Wal-ton Hall, pres, Francis Collamore, sec-treas, North Pembroke Middlefield Highland county Sep 9-10 S A Knox pres, M J Smith treas, Jno T Bryan sec Nantucket Nantucket agl so Sep 2-3 Herbert G Worth pres, Asa C Jones treas, Josiah F Murphey sec North Adams Hoosac Valley Agl So Sep 2-24 W B Plunkett pres, Geo Z Dean v-pres, M R Ford treas, Geo F Miller sec Northampton Hampshire, Franklin and Hamp-den counties Oct 7-8 H C Comins, pres, D J Wright treas, S S Warner sec Stord Oxford Sep 22-23 A R Snow pres, W H H Thurston sec Palmet Eastern Hampden Sep 22-23 A D Nor-cross pres, F D Barton treas-sec Peabody Essee county Francis H Appleton pres, G I, Streeter treas, J M Dauforth, sec Lynnfield Centre Sep 22-24 Pittsfield Berkshire county fair, Sep 15-17 W B Barton pres, J W Lewis treas, Frank H Cande sec

Barton pres, J W Lewis treas, Frank H Cande see
South Lancaster, Worcester East Agricultural Society Fair, Sept 17-18. John E Thayer, Pres't, Lancaster, Mass; W A Kilbourn, See'y, South Lancaster, Mass; Lucius Field, Treas, Clinton, Mase
South Weymouth Weymouth Agricultural and Industrial fair Sep 24-26 Minot Tirrell pres, C S Stowell treas, H Wilbur Dyer
Spencer Farmers' and Mechanical Association Sep 24-25 I L Prouty pres, A W Curtis treas, F B Watson see
Springfield Hampden Agricultural Society Sept 19-20 W H Porter sec
Sturbridge Worcester S Agl So Sep 17-18 A B Chamberlain pres, C V Coney sectreas
Taunton Britotl CAgl So Sep 23-24 Walter C Baylias pres, E C Holt treas, A B Hodges sec
Uxbridge Blackstone Valley Agr So Sep 39:30 W L Johnson pres, August Story sectreas
Weatfield Hampden Agl So Sep 24-25 Chas F Fowler pres, E S Batcheler treas, Wm H Foote sec

Ű

BILLBOARD ADVERTISING.

West Tisbury Martha's Vineyard Sep 22-23 N S Shaler pres, Geo H Luce treas, B T Hillman

S Snaler pres, oro in face trens, b i face sec, Edgartown Orcester Bay State Fair Sep 1-4 Hon J D W French pres, John B Bowker sec

MARYLAND.

Elkton sec an

Keefer

Talbot Co Fair Association, Great in Shore Fair, Sept. 15-18. Jos. B Har-m, Pres't; M M Higgins, Secv Elkton fair Sept 8-11 John M Tucker

and treas erick City The Frederick fair Oct 13-16 as N Hargett pros, D V Stauffer treas, Harry

C Keefer see Hagerstown Oct 20-23 P A Witmer see Rockville Montgomery Co Fair Sept 1-4 Wm Dorsey pres, John J Higgins treas, John E Muncaster sec, Norbeck Timonium Maryland State Fair in conjunction with Baltimore Co Fair Sept 1-4 Frederick von Kapf pres, Wm H Bosley treas, H C Long-enceker sec Towson, Md Upper Marlhoro Prince George Co Agl Assn

necker sec Towson, Md per Marlboro Prince George Co Agl Assn ept 29 to Oct 2 Wm G Brooke sec

MICHIGAN.

Allegan Allegan county fair Sept 22-25 Chas S Miner pres, T S Updyke sec Ann Arbor Washtenaw Co Agl and Hortic Soc Sept 22-25 T D Kearney sec Bad Axe Fair and Races Sept 22-25 Henry Haley pres, Mort T Burns treas, Joseph Fre-mont sec

Haley pres, and a main trian the second seco

Dowagnac Cass Co Pair Sept 22-25 S Johnson sec
Grand Rapids. State Fair, Sept. 7-11. Henry Fraitck, Sec'y, Grand Rapids.
Hadley Hadley Dist Agl and Hor So Sept 20,30 and Oct 1 Geo Davenport pres, J M Chalmers treas, F A Smith sec
Hastings Barre Co Agl Soc Sept 22-25 L H Everts sec
Hillsdale Hillsdale agl so Sept 28-Oct 2 Fred S Smith pres, W R Branch sec
Ionia. Ionia District Fair Association, Sept 15-18 Luther Hall, prest; Reuben Gould, treas; Fred Cutter, Jr, secy
Ironwood Gagebie County Fair Sept 9-11 C E Hank sec

Ironwood Gagene County A Hank see Litchfield Union Agl So Oct 6-9 R W Freeman pres, A J Lovejoy treas, L B Agard see Midland. Midland Co. Agricultural Society Fair, Sept. 24. Thos B McCullough, pres't;

Midland. Midland Co. Agricultural orders Fair, Sept. 2-4. Thos B McCullough, pres't; Jas G Culver, sec'y. Mi Pleasant Isabella county agl so Sept 22-25 John T Landon pres, Arthur S Coutant sec Muskegon. Sept 15-18 Owosso Shiwassee Co Agl Assn Sept 22-25

Owosso Shiwassee Co Agl Assn Sept 22-25 Edmund O Dewey sec Plymouth Pirmouth Fair Assn Sept 15-18 T C Sherwood pres, F. D. Holloway sec Saginaw Saginaw county fair Sept 15-18 Geo Davenport pres, Fred C Zimmermann sec Traverse City Traverse county fair Sept 22-25 E O Ladd sec Washtenaw Co Agl and For So Sept 22-25

MINNESOTA. Alexandria Douglas county Sept 22-25 W F

Jordan Austin Aug 26-28 N S Goidon sec Benson Swift Co Agl So Sept 17-19 B N John-son pres, H N Stone treas, J V Clark sec Bird Island Renville county Sept 16-16 O S

Dorival Carver Co Fair Sept 25 and 26 Frank Warner sec Chaska Chaska county Sept 24-26 M H Muyres Duluth Douglas county Fair Sept 29-Oct 1 Duluth St. Louis county Aug 24-27 J E Cooley Harmont Martin county Sept 10-12 Edw F

armington Dakota Co Agl So Sept 9-11 P H Feeley pres, L P Fluke treas, T H Brownell

sec Fertile Polk and Norman county Fair Assn Sept 23-25 John Holten Hallock Kittson county Aug 24-25 E A Nelson Hamline Minn State Agl So Sept 9-14 Ed Weaver pres, B B Noffatt treas, E R Randall

see Howard Lake Wright county Sept S-10 O P inson McLeod Co Agl So Sept 16-18 G rick pres, L A Ritter treas, Harry B Wal

field see Kasson Donge Co Fair Assn Sept 15-18 Aug E Anderson see Le Sueur Le Sueur Co Agl So Sept 16-18 C N Cosgrove pres, L Quackenbush treas, M W Grimes see McIntosh McIntosh Agl Society July 3-4 J P Johnson pres, S II Drew treas, C T Lonman see Morris Stevens county Sept 18-19 D F Wheaton New Ulm Brown county Aug 28-30 Albert Steinhauser Owatonna Steele county Sept 16-18 J Frank

Owatonna Steele County Sept 15-17 J D Vaughan Pine City Pine county Sept 15-17 J D Vaughan Pipestone Pipestone Agl So Sept 15-17 E T Davies pres. N B Briggs treas, R Scarf sec Preston Sept 15-18 W P Durst see Princeton Mille Lacs county Sept 16-18 J W

Princeton anne fair Assn Sept S-12 A T Harteman Rochester So Minn Fair Assn Sept S-12 A T Stebbins pres, T H Titus treas, T R Rear sec Slayton Murray county Agl and Mech Fair Assn Sept 22-24 W J McAllister St Paul State Fair and G A R Encampment

Robinson Winnebago City Faribault Co Agl and Joint Stock So Sept 24-26 J P Hines pres, H D Damon treas' M H Oliver sec

Sept 5 Nicollet county Sept 9-11 JA Johnson Cottonwood county Sept 21-25 L J

erald edunia Houston county Sept 8-11 E P

MISSOURI.

Belton, Belton Agricultural Association Aug

2 Girardeau South-eastern district agl so 13-17 E H Engelmann sec cothe Sept 29 to Oct 2 O T Shour sec a Knox Co Agl and Mech Soc Aug 25-28 Gacks sec na I Ga

n Callaway Co Agl and Mech Assn Sept W H Vivion pres, D C McCue treas, J R

1-5 W H Vivion pres, D C McCue treas, J Penn sec Penn sec Hamilton Hamilton Fair Aug 25-28 R W Napier pres Harris Harris District Fair Assn Aug 24-28

Napier pres arris Harris District Fair Assn Aug 24-28 D W H Watson sec ahoka. Clark Co Agricultural and Mechanical Association Fair, Sept r-3. W M Boulware, Pres't: Joseph Vandolah, Secy Itan Sullivan Co Fair Asso Sept 9-12 Cora ĸ

Milan

ong sec ckport Atchison county agl and mech assn ug 25-28 Miles Sickler pres, J W Raines treas R

Aug 25-28 Miles Sickler pres, J w Rames I J W Young sec St Louis St Louis fair Oct 5-10 R Aull sec Platte City Platte county agl, mech and stock assn Aug 25-29 Will Forman sec Trenton, N M C A I Ass'n Fair, Sept 15-18 G W Smith, Pres't; W E Austin, Treas; Peter H Yakev Sec'y Unionville Sept 2-5 J A Hilferstine sec

NEBRASKA.

ourn Nemaha county Sept 22-25 C F Neal

Be satrice. Gage Co Society of Agriculture Fair, Sept 15-18 Beaver City Furnas county Sept 29 to Oct 2 Bertrand Phelps county Sept 22-25 I F Wolfe

sec Chadron Dawes Co Agl So Sept W W Wilson pres, Wm Wilson treas, B F Pitman sec Columbus Platte county Sept 23-25 C B Tom-lin sec Elmwood. Sept 15-18 Filmwood. Sept 15-18 W W

Elmwoon, Sperson county Sept -5 Fairbury, Jefferson county Sept 29 to Oct 2 W H Fremont Dodge county Sept 29 to Oct 2 W H Haven see Grand Island Hall county Sept 8-11 Geo F

rand Island Itali county step of the Ryan see adianola Red Wallow Co Agl Soc Oct 6-9 R Duckworth pres, J H Berge see incoln Lancaster county agl so Sep 22-25 A Greenamyre pres, Win M Clark v-pres, S R Hall treas, Win Foster, Saltillo, sec ladison Madison county Sept 15-18 J L Ryn-errson see

Madison Madison county Sept 15-18 J L Kyn-earson sec Minden Kearney Co Agl Soc Sept 15-19 L M Copeland sec North Platte Oct 14-15 Omaha Nebraska State Fair Aug 27-Sept 5 Robt W Furnas, secy Osceola Polk county Sept 15-18 S B Moffett sec

sec Plattsmouth. Oct 6-9 Seward Seward county Sept 8-11 Thos H

Wake see lanton Stanton county Sept 8-11 Thos H Wake see John Exh and Annual Fair Assn Sept 22 to Oct 2 Chas A Everett mgr

St John Fixh and Annual Fair Assn Sept 22 to Oct 2 Chas A Everett mgr Syracuse. Sept 29-Oct 2 Tecumseh. Oct 13-16 Tekmah Burt county agl so Sep 16-18 E B At-kinson sec Wahoo Saunders county Sept 15-18 L W Gil-christ sec

St sec York county Sept 22-25 L D Stilson sec Vork

NEW HAMPSHIRE.

Bristol Bristol Agl Assn Sept 1-3 John F Phil-lips pres, Smith D Fellows treas, Fred H Ackerman sec Rochester Rochester fair assn Sept 22-25 I W Springfield pres, A W Hayes treas, A S Parsh-ley sec

ec New Hampshire Grange fair assn Sept George H Wadleigh sec

NEW JERSEY.

Mount Holly Burlington county agl so Sept 22-25 H C Risdon sec. Trenton Inter-State Fair Sept 28 to Oct 2 Jno Guild Muirhead sec Waverly N J State Agl Soc Sept 7-11 P T Ouinn sec

ly ...

NEW YORK.

lbion. Orleans Co Fair, Sept 17-19. E A R ley, Pres't; L H Beach, Sec'y; A W Barn Treas

Treas Altamont Altamont Sept 14-17 Angelica Altegany county Sept 8-10 Ballston Spa Saratoga Co Agl Soc Aug 24-28 Geo C Valentine pres, Seymour Rowley treas, Frank I, Smith sec Batavia Genessee Co Agl Soc Sept 21-24 A E Brown sec Bath Steuben Co Agl Soc Sept 29 to Oct 2 A C Brown sec

BRUN STEUDEN CO Agl Soc Sept 29 to Oct 2 A C Brundage see Brockport Union agl so Sep 24-26 Elias Gar-rison pres R C Hull treas, G B Harmon sec Brookfield Madison county Sept 28-24 Cairo Greene Co Agl Soc Aug 25-27 A B Ste-Vens see Sector Sector

Vens sec Cambridge Cambridge Valley agl society and Stock Breeders Asan Jerome B Rice pres, H A Qua treas, John L Pratt jr sec Carmel Putnam county agl assn Aug 25-28 Geo R Cole sec Canandaigua. Ontario County Agricultural So-ciety Fair, Sept. 28, 20, 30, Oct. 1. John B Hall, pres't; Wm H Warfield, sec'y; Jas S Hickey, treas. Canton St Lawrence Co Agl Soc Sept 15-18 H E Seaver sec

E Seaver sec Chatham Columbia Co Agl Soc Sept S-11 W A Dardess sec

Dardess sec Cooperstown Olsego county Sept 21-23 Delhi Deleware county Sept 22-24 Dryden, Dryden Fair, Sept 22-24 S G Lupton Frest : J B Wilson, Sec'y Elleuville Ulster county Sept 8-10

Elmira. Chemung Co Fair, Aug 31, Sept 4. Frank Cassada, Pres't; Geo McCann, Sec'y,

10

Prank Cassada, Fres . R J Young, Treas onda Montgomery Co Agl Soc Sept 7-10 J B

onda Montgomery Co Agl Soc Sept 7-12 Martin see ort Edward Washington county Sept 8-11 ienesseo Livingston county Oct 4-6 lamburgh Eric county Sept 21-25 lamburgh Eric county Sept 21-25 and Races Aug 24-28 I. A Waldo pres, Chas Adsit treas, C K Mason see thaca. Tompkins Co Agricultural Society Sept 8-11 A G Genung, seey amestown Chath Co Fair Sept 1-4 O W Her-rick see Ian

Jamestown rick see Jamestown. Warren Co Fair, Sept 15-18 Johnstown Fulton Co Agl Soc Sept 2-5 Eugene

Moore see Lockport Niagara county Sept 23-26 Lowville. Lewis Co Agricultural Association Fair, Sept 15-18 W J Milligan, See'y and Treas Lyons Wayne county agl fair Sep 17-19 W A Langdon pres, D K Snyder treas, A F Sheldon

ne Franklin Co Agl Soc Sept 22-25 W J

sec Malone Franklin Co Agl Soc Sept 22-25 W J Mallon sec Mineola, L. I. Queens county agl so June 17-18 and Sep 22-26 Thos Mott pres, Thos H Bacon treas, Jacob Hicks, Old Westburg, sec Monticello Sullivan county Sept 1-4 Newport, Newport Agricultural Society, Sept 5-to Willard Ingham, prest; B F Petrie, secy, Middleville, N Y Norwich Chenango county agl society, Sep 1-4 S A Jones pres Newburgh Orange county agl society, Sep 1-4 S A Jones pres Newburgh Orange county fair Sep 15-18 Augustus Denniston pres, Harry M Waring treas, D A Morrison, Montgomety, sec Nassau Rensselaer county fair Sep 22-25 Geo Witbeck sec Oneonta Central New York fair Sep 14-17 W L Brown pres, H M Bard treas, L L Hunting-ton sec

L Brown pres, H st Society ton sec Owego Tioga county Sept 3-10 Penn Yan Vates county Sept 22-25 Phoenix Phoenix Union Sept 22-25 Plattisburgh Clinton Co Agl Soc Sept 8-11 W T Burleigh sec Poughkeepsie Dutchess county agl so Sep 22-25 Reginal Rives pres, C W Swift treas F R Incline Sec

Regional Strength Regional Society Agricultural Society Fair, Sept. 29-30, Oct. 1. Sylvester M. Foster,

Fair, sept. sc. 94 sec'y. ochester Western New York Fair Sep 28 to Oct 3 H A Kingsley sec ome Oneida Co Agl Soc Sept 21-25 W D

ome Oneida Co Agl Soc Sept 21-25 K Reese sec choharie. Schoharie Agricultural Society Fair, Sept 28-30. Daniel W Jenkins, Prest, John B Grant, Supt of Privileges; Frank K. Grant,

sec'y Sidney Sidney Fair Assn Sept 9-10 R McKin non sec pring Valley Rockland county Sept 15-18 pracuse. State Fair, Aug 31 to Sept 5 Jas B

Spring Valley Rockland county Sept 15-18 Syracuse. State Fair, Aug 31 to Sept 5 Jas B Docharty see Watertown. Jefferson Co Agricultural Associa-tion, Sept 8-11 J Sterling Sill, prest, Adams Centre; Frank M Parker, treas, Dillin; W R Skeels, seey Co Agricultural Society, Sept 15-17 W A Tucker, prest; A J Daniels, tress C E Stevens, seey Watkins Schuyler county agl so Sep 29 to ct 1 Al Hunter pres. Geo C Waite treas, Ja P Frost, Montour Falls, see Warsaw Wyoming Co Agl Soc Sept 29-30 A A Luther pres, John Underhill treas, W R Craw-ford see Waterloo Seneca Co Agl Society Sept 29 to Oct 1 E Nugent see Whitneys Point, Broome Co Fair Sept 1-4 F E Allen see

NORTH CAROLINA.

OHIO

Albert Hale sec Ashland Ashland fair Sept 8-11 A W Fritz-

Ashiand Ashiand fair Sept S-11 A W Fritz-inger sec Athens Athens county fair Aug 25-28 S F Wolfe pres, W F Scott trea, C S McDougall sec Bowling Green Wood county Fair Co Sept 29 Oct 3 A S Ropce pres, J G Hickox treas, W R Noves sec

bet 3 A Skopee pres, J G Hickox treas, w R
Noyes sec
Boston. Clermont Co Agricultural Association, Sept S-11 E D Prather, prest, Felicity, O; John Rowan, seey, Blowville, O
Bucyrus Crawford county fair Sept 22-25 E B
Monnett pres, B Beal sec
Burton Geausa county fair Sept 22-35 P. W
Merriman pres, H C Tuttle treas, P W Par-melee sec
Belleontaine Logan county fair Sept 29, 30, Oct 1-2 Banner M Allen sec
Bellevue Bellevue Fair Co Oct 6-9 G S Lanter-man pres, J W Close treas, Gus Dangeleiser sec
Cadiz Harrison county fair Sep 30-0ct 2 A D McGuire pres, W S Cessna treas, J C Glover sec

Sec Canal Dover Tuscarawas Co Fair Sept 29, 30 and Oct 1, 2 H W Streb sec Canfield. Mahoning Co Agricultural Society Fair, Sept 29, 30 and Oct 1. B P Baldwin, Prest, Tiger, Ohio; H A Manchester, Treas, Canfield, Ohio; J H Ruhlman, Sec'y, Youngstown, Ohio Canton Stark Co Fair Sept 22-25 A B Correll sec

carrollton. Carroll Co Fair, Sept 22-25 C A

Carrollton. Carroll Co Pair, Sept and Tope, seey Celina Mercer county Aug 18-21 C W Halfhill Chagrin Falls Cuyahoga county agl ss Sept 22-25 L R Dunham pres. H M Bigalow treas, Tryon Bailey see Chillicothe Ross county fair Aug 4-7 Clark W Story pres. Theo Spetnagel treas, Henry W Woodrow see

Chilineothe Roberts and Stephagel treas, Henry W Woodrow see Cincinnati Hamilton county agl so fair Carthage Ang 18-21 B P Critchell pres, D I, Sampson sec Circleville, Pickaway Breeders' Association Fair, July 21-24 W E Morris, prest; W S Smith, treas; A J Grigsby, secy

leigh North Carolina state agl assn Oct 20-8 Cameron pres, John Nichols sec

mmit Co Fair Sept 29, 30 and Oct 1, 2

12

hitney Allen s

CANADA. 2

CANADA. A Almonte, Ont North Lanark agl so Sept 29-Oct 1 Avilsson pres, Jas Kobertson treas, W P Mc. Berne, S. S. Song, S. Sept 29-Oct 1 Sept 29-24 James Mitchell sec. Coderich, Ont Great Northwestern Exhibition Sept 29-24 James Mitchell sec. Coderich, Ont Great Northwestern Exhibition Sept 29-24 James Mitchell sec. Coderich, Ont Great Northwestern Exhibition Most Browne, sec. Most Browne, sec. Most Browne, Sect. Sect. Sect. Sect. Sect. Sect. Sect. Sect. Sect. Mathem Sec. Sect. Sect. Sect. Sect. Mathem Sec. Sect. Sect. Sect. Mathem Sec. Sect. Sec

15-17 sec

Expositions.

Baltimore, Md. 1896. Indefinite City of Mexico. International Exposition. Dedi-cation as a National Exhibit. Apr. Opens as an International Exposition Sept. 15. Cleveland, O. Centennial Exposition commen

ces, July 10-90 days. Dallas, Tex. 1866. Oct. 12 to Nov. 15. Dayton. Centennial, Sept. 15-10. Guatemala City, Central America. Feb. 1 to

June 1, 1897 Milwaukee, Wis. Sept 12-Oct 17 John E Hansen, secretary and general manager Montreal Montreal Exp Co Sept 10-19 S C

Montreal Montreal Exp Co Sept 10-19 S C Stevenson sec
 Nashville, Tenn. 1896. Sept. 1 to Dec. 24.
 Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898
 St Louis Mo. 1896. Indefinite.
 Toronto, Canada. Canada's Great Exposition and Industrial Fair. Aug 31 to Sept 12 H J Hill, manager and secy

Conventions, etc.

Boston, Mass. World's Food Fair. Oct 5-Nov 9. Keokuk, Iowa Fourth of July Celebration St. Paul, Minn. G. A. R. Reunion. Sept. 2-5. St. Louis, Mo. National Republican Conven-tion, June 16. Minneapolis, Minn. K. of P. Convention, Aug.

S1-Sept. 5 Grand Rapids Mich United States Letter Car-riers' National convention. Sept. Robert Milne, cor. sec'y. Santa Cruz, Cal. Water Carnival, June. Minneapolis, Minn. American Philatelic Asso-

Milne, cor. see Y.
Santa Cruz, Cal. Water Carnival, June.
Minneapolis, Minn. American Philatelic Association, Aug.
New London, Conn. Celebration of New London's soft Anniversary. May 6-7.
Johnstown, Pa. Firemen's State Convention, Octoier, 1896.
Pittsburgh, Pa. National Prohibition Convention, August 18-21.
Buffalo, N. V. National Educational Association Convention, July 7-11.
Beloit, Kas. Auuual Encampment Kausas G. A. R., April 21.
Council Buffs, Ia. V. P. S. C. E. of Iowa State Convention, Aug. 25-27.
Milwaukee, Wis. National Republican League Convention in August.
Chicago, Ill. National Democratic Convention, July 7-7.
Pittsburg National Convention Brotherhood of St. Andrew, October 15-17.
Richmond, Va. United Confederate Veterans Reunion, Julu 69, July 2
St. Louis, Mo. Fourteenth Annual Meeting Strete Railway Association of U. S. Oct. 20.
Philadelphia, Wissahickon Heights Horse show, May 26-20.
Richard M. Cadwalader, See'y.
Boston, Mass. Bench Show New England Kennel (Db. April 20-23.
Canandaigua, N. Y. State Convention Knights of Pythias, July 78.

Minneapolls, Minn. August August Cedar Rapids, Ia. State Bicycle Meet, July 3 & 4 Cincinnati, O., July 8-00. Grand Lodge B P O E Louisville, Ky. L A W Meet



By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make big money canvassing and selling family rights. One family right mailed to any address for a silver quarter or thirteen two-cent stamps. ROANOKE SOAP CO. Drawer 13, Roanoke, Va

I WAN^T the work of one or two more large concerns who recognize the importance of good distributing and who want the very best service to be had.

J. A. CLOUGH DISTRIBUTOR, Chicago Reference: Fuller & Fuller Drug Co.

********************** RACE ********************** Jake Geneve, Wis, Aug 19 to 25 spring Valley, HL. Aug 19 to 25 spring Valley, WL. Aug 19 to 25 Greenville, O, Aug 24 to 28 Greenville, N, Y. Aug 25 to 28 Harlan, Ia, Aug 25 to 28 Harlan, Ia, Aug 25 to 28 Harlan, Ia, Aug 25 to 28 Hedrick, Ia, Aug 25 to 28 Forma July, HL. Aug 25 to 28 Forma July, HL, Aug 25 to 28 Forma July, HL, Aug 25 to 28 Comparison of the Aug 25 to 28 Forma July, HL, Aug 25 to 28 Greenville, Ja, Aug 25 to 28 Forma July, HL, Aug 25 to 28 Forma July, Aug 25 to 28 Forma July, Aug 25 to 29 Forma July, Aug 25 to 59 to 28 Forma July, Aug 25 to 59 to 24 Forma July, Aug 25 to 50 to 28 Forma July, Aug 25 to 50 to 24 Forma July, Aug 25 to 50 to 24 Forma July, Aug 25 to 50 to 24 Forma July, Aug 25 to 50 Forma July, Aug 25 to 51 to 4 Forma July, Aug 25 to 51 to 4 Forma July, Aug 25 to 54 Forma Portland, Ore, June 20 to July 4 Utica, N. Y. June 30 to July 2 Chicago, III. (N. Breders) June 30 to July 4 Anaconda, Mass. (Hicks) June 30 to July 4 Connersville, Md, June 30 to July 4 Connersville, July 10 to 4 Battle Creek, Mich. July 10 to 4 Hamilton, Ont, July 110 4 Hamilton, Ont, July 10 4 Independence, Ia, July 10 4 Battle Creek, Mich. July 20 4 St. Marys, Pa, July 20 4 St. Marys, Pa, July 20 4 Canton, O. July 210 4 St. Marys, Pa, July 20 4 Antwerp, NY, July 20 4 Antwerp, NY, 210 4 Lancaster, NY, July 20 4 Antwerp, NY, 210 4 Lancaster, NY, July 30 4 Summer, Ia, July 30 4 Summer, NY, July 70 10 Film, Mich, July 70 10 Film, Mich, July 70 10 Medford, Mass, (Mysteir) July 70 10 Warren, O., July 710 10 Davenport, Ia, July 310 4 Sagina witch, July 40 10 July 70 10 Davenport, Ia, July 310 4 Sagina witch, July 40 10 July 70 10 Davenport, Ia, July 310 4 Sagina witch, July 70 10 Davenport, Ia, July 310 10 Sagina witch, July 10 10 July 70 10 Davenport, Ia, July 310 10 Sagina witch, July 10 10 Warren, O, July 710 10 Davenport, Ia, July 310 13 Sagina witch, July 10 10 July 70 10 Warren, O, July 210 10 Jake Geneva, Wis July 10 10 Warren, O, July 210 10 Jake Geneva, Wis July 10 10 Sagina Wick, July 10 10 Jake July 70 10 Davenport, Ia, July 310 13 Sagina Wick, July 21 10 23 Aymer, Ont, July 21 10 24 Hilloboro, O, July 21 10 24 Helton, Mass, Myster, July 21 10 24 Helton, Ha, Aug 10 0 14 Helton, Ha, Aug 10 0 14

Sandwich, HI, Sept 14 to 18
Burlington, Kail, Sept 14 to 18
Barlington, Kail, Sept 14 to 18
Tacoma, Wash, Sept 15 to 17
Chippewa Falls, Wis, Sept 15 to 17
Danforth, Mass, Sept 15 to 17
Napoleon, O. Sept 15 to 18
Warren, Pa. Sept 15 to 18
Warren, Pa. Sept 15 to 18
New London, Wis, Sept 15 to 18
New London, Wis, Sept 15 to 18
New London, Wis, Sept 15 to 18
Rushville, Ind, Sept 15 to 18
Rushville, Ind, Sept 15 to 18
Rushville, Ind, Sept 15 to 18
Rushville, Pa. Sept 15 to 18
Hilbsboro, Tex, Sept 15 to 13
Winchester, Ind, Sept 21 to 25
Cleveland, O. Sept 21 to 25
Cleveland, O. Sept 21 to 25
Terre Haute, Ind, Sept 21 to 25
Terre Hams, Mass, Sept 22 to 25
Sonkane, Wash, Sept 22 to 25
Sonkane, Wash, Sept 22 to 25
Sonkane, Mark, Sept 22 to 25
Rushving, Ph. Sept 22

3

Privileges for the Greatest Fair ever held in N. For Sale W. Wisconsin are now For Sale Chippewa Falls, Sept. 14-19. The Circuit comprises Galesville, Merril-lan, Neilsville, Augusta, Chippewa Falls

and Durand. JESSE R. SHARP, ^cec , Chippewa Falls, Wis

BILLBOARD ADVERTISING.

21

ST. LOUIS. MO Cover it completely by recourse to the Billboards, Bulletin Boards and Mural Signs ... OF THE ... Huiest=Stout Sian Co. City Bill Posters, St. Louis, Mo. Members of the Inter-State Bill Posters' Protective Association. Fred S. Schaefer DISTRIBUTOR. H. H. BEALE. TOTAL POPULATION 25,000. Licensed Bill Poster and Distributor, CIRCUIT BILL POSTER. Only Bill Poster in Marshall and Putnam Counties. **Baton Rouge, La.** Best of References. SATISFACTION HENRY. ILL. Owning fine boards and best locations in city. GUARANTEED. Honest work, and clean Thirty Days' showing. Bonded Member Inter-State Bill Posters' Protective Association VICTOR JANNEY'S DEPARTMENT OF PUBLICITY. Reference Furnished. Sign and Show Cards Tacked. W. E. PATTON, Bill Posting, Card and Sign Tacking and Distributing in Marshall, Martinsville and Casev. Che Only Bill Poster and Circular Distributor. Our Maine Street is the Great National Road built by the Government and extends from Cumberland, Maryland to Montgomery City, Mo. It has more In CORINTH, MISS. or near. transient travel than any road in the world. POPULATION, Alcorn County, 15000; City, 2700. ILLINOIS. MARSHALL, I will place all kinds of Advertising Matter into the hands of the Buying Class. Poff's Advertising Service, ... THE ... DISTRIBUTING. CARD TACKING BILL POSTING, Greve Lithograhing Co. And General Out-Door ADVERTISING. MILWAUKEE, WIS. LAWRENCE, KAS. A. M. POFF, Mgr. Large Litho Poster Work our specialty. Bonded Member Inter State Bill Posters' Protective Association. Write for Catalogue and Estimates. It was our intention to publish a list of the names of those who will attend the Inter-State Bill Posters' Convention at Chicago. We held

it until the last moment in order to have it as complete as possible, but it with much other matter is crowded out by the extraordinary and unexpected demand for space by advertisers. At this writing, noon, June 29th, one hundred and seventeen members have advised us they will attend. We predict the Inter-State Convention will have the largest attendance of bill posters that has ever assembled in this or any other country, in the history of the craft.

Ű

BILLBOARD ADVERTISING.

22

JULY, 1896.

3.164 Running Feet. Billboards 26 24-sheet Stands. 24 6-sheet Stands. 32 3-sheet Stands. 400 1-sheet Boards. Owned and controlled by the Hustling JOSEPH E. GIRARD, Licensed Bill Poster and Distributor of ERIE. Population 60,000. × I absolutely control the very best locations in the city. Prices right and honest work my motto. A HORSE AND CART OR CARRIAGE at the disposal of Agents, Contractors or Inspectors at any time. CALL ON æ .2 .* ME: LET'S GET ACQUAINTED. Correspondence Solicited. Work Guaranteed. × Member of the Inter-State B. P. A. OFFICE, WONDERLAND BUILDING. ELLIS N. SPARROW. EFFINGHAM, ILL. POPULATION 6,000 ALL THE BILLBOARDS IN 1010 N. 7th STREET. EFFINGHAM, ILL. Bill Poster & General Advertiser. AREOWNED AND CONTROLLED BY VINCENNES, IND. WARREN & AUSTIN. Send on your samples, they will reach the houses as soon as received. I use good paste, and paper always stays up till time runs out. My prices are up to MEMBERS INTER-STATE B. P. P. ASS'N. the times. Member Inter-State. SEND ALL PAPER FOR Appleton, Wis. TROY, N. Also West Troy, Watervliet, J. A. Muldoon Lansingburgh and Green Island, MRS. M. E. DUNDON, **@ity Bill Poster.** S. F. F. Barnhart, CITY BILL POSTER AND DISTRIBUTOR, Inter-State Member. No. 114 Fourth Street, TROY, N. Y. ESTABLISHED 1869. Member of Inter-State Bill Posters' Association. City Eastport, CHAS. W. STUTESMAN. Rill PERU, INDIANA. Poster. LICENSED CITY Maine. 730 Bancock St., Appleton, Wis. Bill Poster and Distributor Inter-State Member. Estimates and Lists of Boards Furnished on Application. List of Boards and Towns on Application. Member Inter-State Bill Posters' Association.

JULY, 1896. BILLBOARD ADVERTISING. 23 Joseph H. Martin, R. R. GARVER. BILL . POSTER . AND . DISTRIBUTOR, City Bill Poster and Distributor, NEW HAMPTON, IA. Beatrice, Neb. POPULATION 2284. Best country on earth for advertisers. Own all boards in the city and surrounding. Capacity 80,000 Square Feet. LICENSED BILL POSTERS Pop., city and Suburbs, 100,000 DISTRIBUTORS & TACKERS. W. S. NUGENT. Right in the center of West Florida, the Pan Handle of Van Beuren Ho. the State, is DE FUNIAK SPRINGS. \$TORRS, the Bill Poster and Distributor. Printer, he is there, and can cover West Florida in any Do my own work. Good Boards, all manner, either through its MEMPHIS, TENN. 43 Gayoso Street, papers, on its billboards, or located on principal streets. Population over 5,000, Two big saw mills, cigar through its mails. Prices are right. Write him. factory, two railroad shops, four railroads DANBURY, CONN. Population 22,000. entering the town, and several daily Storrs, the Pr lines of steamboats, besides a good bank. inter F. A. SHEAR. Several machine shops, blacksmith shops, wagon shops, etc. De Funiak Springs. Wis. City Bill Poster. Palatka, Fla. (Site of the Southern Chautauqua.) 2000 running feet of Boards in the city, also bill suburbs, Bethel, Ridgefield, Newtown. LATEST ADVERTISING NOVELTIES. **Binghampton Bill Posting Co.** Out-Door Display Advertising and Distributing. Control Best Locations in Binghampton, Lestershire and Union. Sample Pesters for All Kinds of Business. Estimates Furnished. Publisher Bijou Theatre Programma. Long Distance Telephone. P. M. COOLEY, Office Bijou Theatre, Binghampton, N. Y. Mauberret's Printing House, limited Posters Drinting Work THE FINEST all sizes.. Prices THE LOWEST all styles, 526 to 532 Poydras Street, Branches ···Engraving··· NEW ORLEANS C Distributing BELLE PLAINE, IA. Geo. Knox. Meadville, U Agency. . Population 3,500. **CITY BILL POSTER & DISTRIBUTOR.** Prices range from \$1 50 to \$3 per M, according to size. **Cood Service. Cood Town.** J.M.Moore. WM. M. MELOY, L. C. REVARE. BOX 49. **Bill Poster and Distributor.** Manager MERCHANTS OPERA HOUSE, CARLISLE, PA. AND City Bill POSTEPDISTRIBUTOR Six other towns. No Boys. No Bills thrown away. Inter State Prices. Own and control over 1,000 feet Billboards in the heart of the city. Satisfaction C. B. WAGNER, Mgr. Guaranteed. Population 10,270. P. O. BOX 273. CORSICANA. TEX. Mention this paper. ESTABLISHED 1893. DON'T FORGET TO LIST HONEST YOUNG'S BILL POSTING GO. WORK. We are in the business to serve you in the line of HONEST & Bill Posting, Distributing and General Out-Door Advertising. reat southern seaport where so many of Uncle Sam's We make all kinds of Out-Door Signs Show Cards, etc. Wri Price List and Samples. Address T. M. YOUNG, Mgr. Write for Warships are built. Population 15,000 PRICES. **NEWPORT NEWS BILL POSTING & ADVERTIS'G CO** HONEST MANNING. S. Newport News, Va. PEOPLE. JAS. J. WARD, Mgr. N. B.-We handle Commercial Posters

10

JULY, 1896.

If you want to advertise anything, anywhere, at any time, use posters ---Donaldson Posters---the kind that pay. Address

Donaldson Doithographing Oo

Cincinnati, Ohio.

Put your faith in posters, apt, striking pictorial posters. They yield maximum results at minimum outlay. Try them.



26

Write us quick.

BILLBOARD ADVERTISING.

JULY 1896



C. Frank Trott, For All Kinds of Advertising. Bill Posting, Distributing. Card Tacking Owner and Manager of all Billboards in the city. WORK GUARANTEED. Population 5,000. Ft. Riley only 3 Miles. 800 men stationed. C. Frank Trott, CITY BILL POSTER, Junction City, Kas. A.M. Keller & Co. JACKSONVILLE, FLA. **City Bill Posters** And Distributors. General Advertising Contractors for the State of Florida. We try to give all our patrons the very best of satisfaction. SOF GIVE US A TRIAL. "GR MATTAPAN, BOSTON, MASS. ADVERTISERS SEND WORK TO DAN'L L. CUSHING, 108 River st. Distributor and General Advertiser. POPULATION, 40.000. Springfield, Ills. W.J.HORN.

*

CITY BILL POSTER.

Distributor # Sign Advertiser.

I do advertising in all surrounding towns within a radius of 25 miles Your order solicited. All work guaranteed. Reference furnished upon application. Can post 4,000 sheets alone in the city

Plenty of Space. **Good Locations.**

BILLBOARD ADVERTISING.



28

BILLBOARD ADVERTISING.

JULY, 1896.





It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE-MENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

and ECONOMICS. The stated departments of the paper include OFFICE MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND. ASSOCIATIONS, recording the transactions of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL Ac-COUNTING, contains carefully prepared articles on accounting methods, in cluding descriptions in detail of the accounting practiced in leading establishments.

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement) free.

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

B. T. ROBINSON, City Bill Poster, CLIFTON FORGE, VA.

When you write, mention Billboard Advertising.



us ten months ago is pulling yet."— "We like you Barney & Co., Printers.

"Mr. Stewart has a correct idea of what constitutes advertising, and is gifted with the faculty of appealing to the business sense forcibly and clearly."—"The Inland Printer." "We like your ads very much."—Fort Worth Pharmacy Co.

"Our record for business in 1895 was away ahead of anything in the State of Kansas for the size of the town. Our business was simply phenomenal."—Jos. F. Nicely, Dep't Store.

Printer's Ink Helps Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods —of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you - and exemplifies how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

Subscription price Now \$5 a year. Sample copy, 10 cents.

10 Spruce Street, New York.



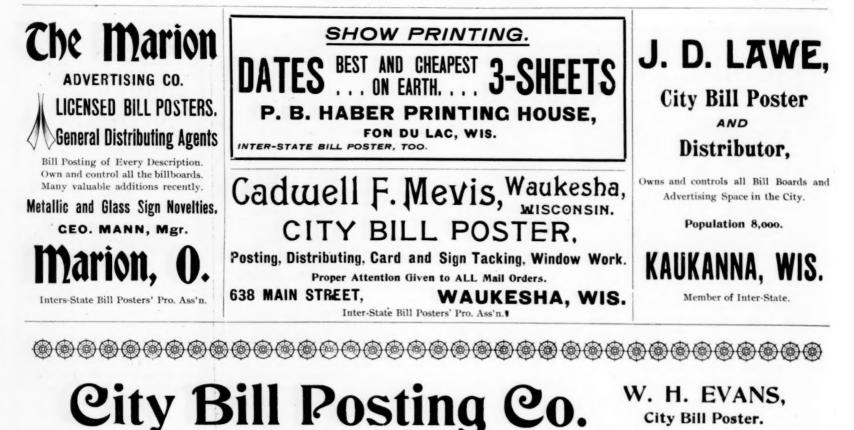
hen you write, mention Billhoard Advertisi

~~~~



BILLBOARD ADVERTISING.

JULY, 1896.



LICENSED. .. BILL POSTERS,

GENERAL OUT-DOOR

### ... DISTRIBUTORS.

## ADVERTISERS.

113 East Main St.

## Marshalltown, Iowa.

MEMBERS OF INTER-STATE BILL POSTERS PROTECTIVE ASSOCIATION



#### A. E. BENTLEY.

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territorv. 10,000 feet of space, and satisfaction guaranteed. Rates mide known on application. A E. Bentley, GUTHRIE, OKLA.

BURNITT Designer of Descriptive Posters, Theatrical, Com mercial or otherwise, Block streamers and Stock Lette s. Office, Donaldson Litho. Building, CINCINNATI, O.

| HAVE YOU COVERED     | Our CIRCUIT? |
|----------------------|--------------|
| PATTERSON, 100,000 ) | And NUTLEY.  |
| PASSAIC 20,000       | WALLINGFORD  |
| RUTHERFORD 7,000 }   | CARLSTADT.   |
| GARFIELD 2.000       | FRANKLIN.    |
| CLIFTON 1.500        | DELAWANNA.   |
| -LODI.               |              |

#### The service is perfect. Results will be satisfa tory. Send on work for Distribution. Write to PASSAIC ADVERTISING CO.

PASSAIC, N. J.

TRENTON, NEW JERSEY.

The Trenton Bill Posting Co. Owrs all Billboards in the city and suburbs.

Population 70,000 I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager.

1000 Circulars, size 9x12 or smaller Mailed in ten days for \$1. 100, 100, silver, Small papers mailed for 200, per 100. Satisfac-tion guaranteed. Address

J. T. LUMPKINS, NEVA, VA.

The Advertising Novelty Co. 32-34-36 E.

UNCINNATI, O. W. D. HENDERSON, J.R., Prop'r. Manufacturers and dealers in everything for Ad-vertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, ther-mometers, folders, hangers and clocks.

EVERY BILL POSTER .... ADVERTISER

## **PROFITABLE** ADVERTISING

WANTS AND NEEDS

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker. Subscription Price, \$1.00 per year. Send for sample copy.

KATE E. GRISWOLD. Editor and Publisher, 13 School Street, BOSTON MASS.

### SIDNEY, OHIO, C. P. ROGERS Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to

1869 Taunton Bill Posting Co.1896 BILL POSTERS & DISTRIBUTORS, Best Boards. Best Stock. Best Workmen

A. B. WHITE, Mgr. and Treas. Office. 45 Cohannett St., Taunton, Mass.

9

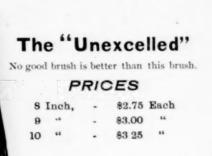
10

56

\$3.00 "







THE DONALDSON LITHOGRAPHING CO. CINCINNATI, OHIO.

### It Costs Nothing!



You get a facsimile of your signature engraved and a plate for printing with a yearly subscription for BILLBOARD AD-VERTISING. \$1.00 pays for both, and either alone would cost \$1.00.

Write name in black ink, and enclose the amount.

BILLBOARD ADVERTISING. Cincinnati, O.



32

JULY, 1896.



#### BILLBOARD ADVERTISING.

33

HENNEGAN & CO

Printers of Fine Posters and High-Class Distributing Matter,

## HAVE REMOVED TO

The Large and Commodious Missouri Building, at

## 719 and 721 Sycamore St. Cincinnati, Ohio,

Where, with Increased and Improved Facilities, we will hereafter be able to handle with dispatch and ease, our large and ever-growing volume of trade.

## Pictorial Posters, Descriptive Posters, Stands, Streamers,

And Dates.

Heralds, Folders, Couriers, Pamphlets, Programmes, Almanacs, Calendars, Booklets,

### OF EVERY DESCRIPTION.

Remember the New Numbers,

719-721 Sycamore, near Eighth.

BILLBOARD ADVERTISING.

34

JULY 1896



# HARRY MUNSON,

**Bill Poster** 

## General Advertiser,

Offices: 42 Duane Street, Telephone 136 Franklin 228 East 125th St.

New York City.

